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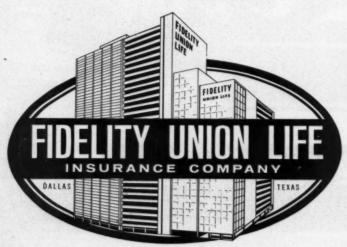
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1928	•	\$3,034,800
1930	•	\$26,073,006
1935	•	\$22,525,136
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1945	•	\$38,637,188
1950	•	\$90,499,344
1955	•	\$259,814,502
1959	•	\$485,348,457
1960	•	\$550,506,131

JAMES M. COLLINS President



represented from coast to coast

Inside DALLAS

Finance in Dallas continues to be one of the best indicators of the City's continuing progress. Banks, insurance companies, savings and loan companies, stock brokers and others in this field report soaring growth.

Trust departments of Dallas banks have undergone tremendous expansion in the past few years, with much more foreseen in the immediate future.

Other articles deal with all banks of Dallas Metropolitan Area, the growing insurance industry of the City, Dallas brokerage firms, and the expansion of the Federal Reserve Bank of Dallas.

A special Chamber study to determine which cities are America's "Dominant Business Centers" is reported in this issue of Dallas. Twenty-five cities earn this designation. A sidelight to this study was Dallas' ranking of 10th in the nation in bank debits during 1960. These rankings are reported in a separate article.

Aviation is featured in articles on the new service of Mexicana Airlines, the new routes awarded in the Southern Transcontinental Case and comparisons of Dallas with other Southwestern cities.

This month's cover presents the shield of the Federal Reserve Bank of Dallas dominating the Dallas skyline as it and Dallas dominate the Southwest financial scene.



Volume 40 Number 4
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Going for Grand Champion Beef at the . . .



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A big favorite of Dallas Conventions and other gatherings, CATTLEMEN'S is ideally located between the Sheraton and Statler-Hilton Hotels in downtown Dallas. Its colorful Hostesses wearing cowboy western clothes with boots, spurs and carrying six-shooters, add much color and atmosphere, along with its 31 attractive waitresses, to your dining comfort. Lower left: The Branding Room, showing one of its two charcoal chimney broilers in its dining room with the 50-foot Lobby in the background. Lower right: The Sirloin Room, showing its two chimney charcoal steak broilers and steak display cases together with photographic murals of the Grand Champion Cattle of the State Fair of Texas. Phone Riverside 7-9131 for reservations, good food at reasonable prices, and excellent service, where your patronage is appreciated.

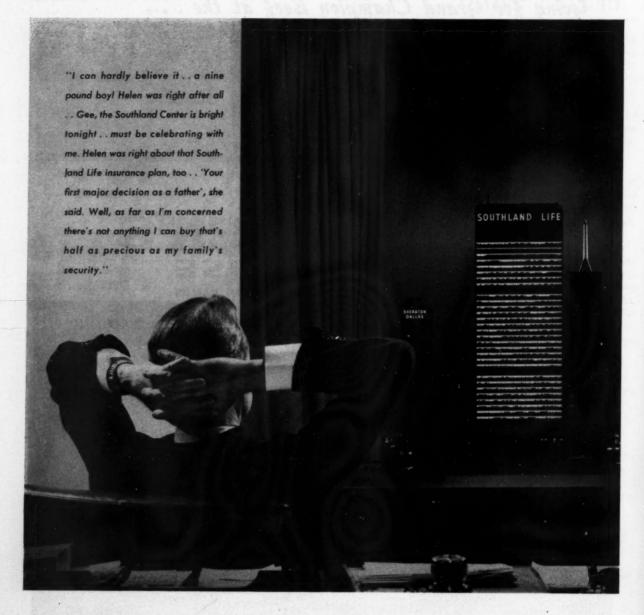
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1057 Sanger Bros.
in Texas
Opened Dallas Store in 1872

1869 The Schoellkopf Company

Manufacturers and Wholesale Distributors

1872 Dallas Transit Company City Bus Transportation

1875 First National Bank in Dallas

1878 National Bank of Commerce

1884 The Dorsey
Company
Printers — Lithographers
Stationers — Office Furniture

1889 J. W. Lindsley & Company

1890 William S. Henson, Inc.

1893 Fleming & Sons, Inc.

Manufacturers — Pape and Paper Products

1893 Sparkman-Brand
Inc. Morticians
Originally, Loudermilk,
Browssard and Miller

1897 Anderson
Furniture Co.
Pollas' Oldest Furniture Store



HIS 1922 Skyline photo taken from the Cotton Exchange up Akard shows part of the Telephone Building, the old Oriental Hotel and the new Magnolia Building. On the ground floor of the Adolphus Hotel locale, shown in the picture, at 1319 Commerce, E. E. Shelton, organizer of the Dallas Building & Loan Association, began business December 1, 1919 in part of a 3-room office. Rhodes S. Baker, a prominent lawyer, was its first president. In January, 1921, the association issued its first statement showing assets of \$202,284. In 1936 Mr. Shelton moved up from vice-president to president and Mr. Baker became board chairman. That year offices were moved to larger quarters at 1411 Main Street next to the First National Bank, On February 1, 1941 the institution was granted a Federal Charter and the name was changed to the Dallas Federal Savings & Loan Association. In 1949, Dallas Federal moved to larger quarters on the ground floor of the Magnolia Building at Commerce and Akard and in 1951 opened its first suburban branch at 8309 Preston Road, On October 1, 1957 Dallas Federal opened its 18-story office building at the corner of Elm and Akard. Today, with assets of over \$155,000,000 Dallas Federal Savings & Loan Association is the largest in Texas and the oldest in Dallas. It has four branches located in Preston Center, Oak Cliff, Casa Linda and Farmers Branch. Its present officers are: E. E. Shelton, chairman of the board; Lloyd S. Bowles, president; Thomas S. Walker, executive vice-president and Wm. C. H. Jackson, secretary-treasurer.

Business Confidence Built on Years of Service

Old firms, like old friends, have proved their worth by dependable service through years of prosperity and adversity. The business pioneers listed on this page have played an important part in building Dalias. They have met the challenge of economic change through decades of sustained operations. They are counted as "old friends" by thousands of satisfied customers in the Dalias Southwest.

1896 Briggs-Weaver Machinery Co.

1902 Cullum &
Boren

Red Fox Athletic Uniforms
Wholesale and Retail Sporting Goods

1898 Praetorian Mutual Life Ins. Co.

1903 Smith's Detective Agency Burglar Alarm, Fire Alarm Radio Patrol Service

1905 Rubenstein & Sons, Inc.
Gulf Princess, Ready To Fry
Breaded Shrimp
Lady Rite Shelled Pecans

1907 A. C. Horn & Company
Commercial and Structural Sheet Metal

1907 Smith-Perry Electric Co. Wholesale Electric Supplies

1908 Pure Ice & Cold Storage Co.

1911 W. W. Overton & Co.

1914 Texas Employers Insurance Ass'n. Workmen's Compensation

Dallas County
Physicians &
Nurses Registry

Dallas Federal
Savings & Loan
Association
Savings and Home Loans

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NUMBER 4

ESTABLISHED IN 1922 BY THE DALLAS CHAMBER OF COMMERCE IN THE INTEREST OF DALLAS AND THE SOUTHWEST

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A new and major installation in Southwest Airmotive's jet shops is this modern aircraft test stand unit. It is used for overhauling the latest axial-flow power plants for three major airlines and military craft. Electricity's dependability and precise control makes check-out of these jet engines a matter of mathematical accuracy.



EQUIPMENT DESIGN: Avtron Manufacturing Inc., Cleveland, Ohio

ELECTRICAL CONTRACTOR: Electrical Contract and Maintenance Co.

Southwest Airmotive mechanic Les Carlson at the aircraft test bench has complete control over test stand operation—seen through window in adjoining room. Each component part of the electrical system can be checked at the test bench. At left is recording equipment that shows actual performance of transmission and generator of aircraft under test.

This highly sensitive and intricate test stand unit uses a 100 horsepower direct current motor to provide any constant speed desired up to 9,000 rpm for testing aircraft parts. Being tested is an aircraft transmission which is used to turn the aircraft generator at exactly 6,000 rpm, regardless of engine speed with the operating range of 3,200 to 9,000 rpm.

Dallas Power & Light Company has a staff of electrical engineers that will be pleased to assist you and your engineers in matters pertaining to the use of electrical service in your business or industry. Call RI 7-4011, ask for Industrial Service Division.

DALLAS POWER & LIGHT COMPANY

STATEMENT OF CONDITION

at the close of business March 31, 1961

ASSETS

Cash on Hand and Due from Banks	3								\$242,793,286.13
United States Government									
Obligations	. 5	51	17	,35	4,	37	8.2	24	
Public Housing Authority									
Obligations (Fully Guaranteed).			2						
State, County, and Municipal Bonds .			35	,39	7,	23	5.6	8	154,800,344.53
Other Bonds									3,027,260.00
Stock in Federal Reserve Bank									1,800,000.00
Loans and Discounts									481,934,752.87
Income Accrued									3,938,368.16
Letters of Credit and Acceptances .									9,049,117.64
Banking House and Equipment									7,819,422.19
Other Assets									2,446,230.56
									\$907,608,782.08
									476776667762166
LIABILITIES									
Capital Stock			26	.00	00.	00	0.0	00	
Surplus Fund		1	34	.00	00.	00	0.0	00	
Undivided Profits			9						\$ 69,853,035.39
Reserved for Contingencies									9,759,682.82
Reserved for Taxes, Etc									6,082,458.61
									2,449,473.41
Deferred Income									9,049,117.64
Letters of Credit and Acceptances .		•			•	•	•	•	9,049,117.04
DEPOSITS:									
Individual		5	79	,28	9,	99	4.1	3	
Banks		2	18						
U. S. Government			12	,39	2,	10	3.8	30	810,415,014.21
									\$907,608,782.08

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TODDIE LEE WYNNE President American Liberty Oil Company DALE MILLER'S

WASHINGTON

REPOR



The Hundred Days

During the days following John F. Kennedy's victory at the polls in November political observers in Washington and elsewhere busied themselves with prognostications of his forthcoming early weeks in the Presidency, and in order to contrive some basis for the speculation it was inevitable that they should revert to the advent of the Roosevelt Administration back in 1933 in a search for some parallels of behavior and expectation. That was quite a while ago, come to think of it, but it was still the most recent example of a Democratic overthrow of a Republican regime, so perforce it invited comparison with 1961, or vice versa.

Some of the romanticists among the pundits even conjured up a "hundred days" for the Kennedy Administration that would be reminiscent of that fateful span of time in the Roosevelt years, when the seeds of political revolution took root and burgeoned like hyacinths in a marsh. It all made entertaining reading, to be sure, but it was patently fictionalized, since there were many more points of contrast than of comparison between the political, social, and economic conditions of the country twenty-eight years apart. Both Mr. Kennedy and Mr. Roosevelt were Democrats, both personable, and both enterprising new leaders; but beyond that the circumstances surrounding their incumbencies were so dissimilar that no anticipation of Mr. Kennedy's progress during any "hundred days" after taking office could remotely be keyed to any recollection of that dramatic period more than a quarter of a century ago.

Mr. Kennedy assumed office in the midst of a recognizable recession, but no banks were shuttered, nor were hunger and despair etched deeply in the faces of his people. This was the obvious difference between the Inauguration days of 1933 and 1961, and the obvious reason why Mr. Kennedy had not the emotional resources to draw upon that Mr. Roosevelt possessed in converting the vehicle of a political program into a juggernaut. But

there is a subtler reason why Mr. Kennedy could not have been expected to exert his will as effectively as Mr. Roosevelt was able to do, a reason not too apparent to the people generally but fully understood by the professionals in politics, especially on Capitol Hill.

When Mr. Roosevelt was borne into the Presidency on the vast Democratic tidal wave he carried into office with him a huge Democratic majority in Congress, one which he was actually able to augment in the off-presidential year elections two years thereafter. He owned perhaps the most celebrated set of political coattails in American history. Many a Congressman owed his presence in Washington to that particular means of transportation, and it necessarily followed that if he hoped to make the trip again he would do what he could to keep the conveyance available. Consequently, the Democratic majority on Capitol Hill with which Mr. Roosevelt had to deal was among the most tractable in history, parting like the waters of the sea to provide free passage to a conglomerate and revolutionary political program.

The victory narrowly achieved by Kennedy last fall was in sharp contrast to the Roosevelt triumph in 1932. Not only was the margin of victory almost infinitesimally small, but it was accompanied by an actual loss in the number of Democrats elected to Congress. This was a reversal of political experience, since it has proved historically true that the party winning the Presidency will increase its majority in Congress, while the party failing to win will then increase its membership in the next off-year elections when the Presidency is not at stake. Moreover - and this is the factor significantly noted by the professionals in politics - Candidate Kennedy ran behind the Democratic nominees for Congress in virtually every Congressional District in the country. In other words, he polled fewer votes for President than the nominee of his party did for Congress, practically everywhere in the nation.

This may not appear too surprising, the religious issue and other factors being what they were, but it is significant nevertheless in setting forth the relationship between Kennedy and Congress during these early weeks of the new Democratic regime. While the veteran legislators on the Hill have their own reasons for party fidelity in their support of most of the Kennedy program, they do not feel beholden to him as other Congressmen in past years have been obliged to feel toward their own successful nominees for President. Many of them feel that the converse is true. If it came down to a matter of coattails, they would be more inclined to regard him as a rider of their own.

This observation should not be construed as demeaning the President. On the contrary, it suggests a tribute to his considerable abilities, for it underscores the fact that what progress he has managed to achieve in his first hundred days, from a position that can almost be described as defensive, he has been com-

Roosevelt and Kennedy: In their early weeks of service there is more to contrast than compare.

pelled to earn on his own merits; and his tasks have not been easy. Some of his most important legislative victories have been won by majorities of fewer than half a dozen votes out of hundreds cast, and another major issue was lost by a single vote. It goes without saying that what has been accomplished can be attributed primarily to the skill of such leaders as Johnson and Rayburn on the Hill, but Kennedy's own approach to his responsibilities has thus far been helpful to his program.

Whatever may be said of the merits and demerits of the program itself, and much can be expected to be said during the weeks ahead, any objective appraisal of the President himself must acknowledge that he has weathered his early trials impressively. Even his political opponents concede that he has grown remarkably in maturity and stature since his election to the Presidency, and that in the sensitive areas of foreign policy he has exhibited sound judgment. It is not necessary to agree with the domestic program of this young President to derive some comfort from his performance during his own historic hundred days.

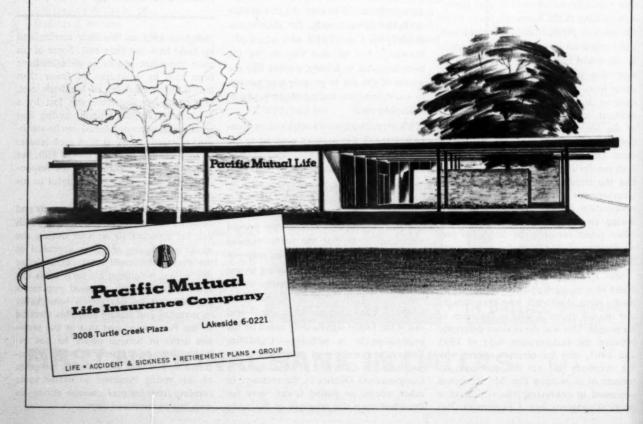
Pacific Mutual cordially invites you to visit its new Dallas Area Headquarters

It's been more than 40 years since our first Pacific Mutual representative was appointed in Dallas. And over those years, like Dallas, we've been growing.

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We hope you'll stop by to see us in our offices in the new Turtle Creek Plaza at the 3000 block of Turtle Creek Boulevard. We'll always welcome an opportunity to serve you.



Financial Growth Shows New Gains

In all areas of banking and insurance, Dallas strengthens position as financial capital of the Southwest

Growth on all levels continues to be the dominant theme in the Dallas financial scene. Bank, insurance companies, brokerage firms, savings and loan associations and all others in this important Dallas business field report significant gains in all areas of activity.

As the Dallas economy continues to expand, the area strengthens its position as the unquestioned capital of finance in the Southwest. With two of the largest banks in the nation, and almost all of the larger Texas insurance firms, Dallas is far and away the region's leader. And the lead is increasing with each passing year.

Dallas banks reported huge increases at the December 31 bank call over the year-end marks of 1959. The combined total resources for all banks in the city of Dallas passed the \$3 billion mark for the first time in history, with \$3,034,432,198, an increase of over \$200 million over the December 31, 1959, combined resources of \$2,829,638,844. Throughout the four-county Dallas Standard Metropolitan Area, the total bank resources at the end of 1960 were \$3,233,119,889, a \$200 million increase here also.

Deposits showed similar increases in the City banks, with the 1960 total of \$2,673,735,192 compared with a 1959 mark of \$2,471,908,336. Other banks in the Metropolitan Area boosted this deposit figure to \$2,855,296,075.

This year-end bank call saw Dallas reach a significant milestone as Texas Bank & Trust Company became the first pany and Southland Life Insurance Com-

and only state bank in Texas to pass the \$100 million mark in deposits. Texas Bank has also announced a 26% increase in capital to a combined capital and surplus of \$7,550,000.

Immediately after the beginning of 1960 the First National Bank in Dallas revealed that they had acquired the huge downtown block bounded by Elm, Akard, Pacific and Field as the site of their new bank building. Although announcement of the plans for the building is still in the future, this ranks as one of the most significant developments in the Dallas financial field in many years.

Two major purchases highlighted the Dallas insurance scene in early 1960 as both Southwestern Life Insurance Company and Southland Life Insurance Company purchased large companies in the South. Republic National Life Insurance Company continued its fast growth, reaching the \$3 billion mark in insurance-in-force only 24 months after passing \$2 billion. Twenty top Dallas home-officed life companies showed a gain of more than \$1 billion in insurance-in-force in 1960.

During 1960 total assets of Dallas savings and loan associations rose from \$312,686,381 to \$358,449,979. Withdrawable shares (deposits) rose to \$342,-220,892 from \$295,742,936, and total loans at December 31, 1960 totaled \$350,-474,938, compared with \$303,781,885 at the end of 1959.

TRUST DEPARTMENTS

Maturing Area Credited with Advance



In a special interview with leading Dallas bankers, DALLAS uncovers the reasons behind the rapid growth of trust departments within the last few years.

By Al Altwegg

When Robert Stewart III, president of the First National Bank, was announcing plans for his bank's big new building in downtown Dallas a couple of months ago, a member of the press asked him what they planned to do with the bank's present building.

And Mr. Stewart, half joking but with an undertone of seriousness, replied:

"Well, if our trust department's business keeps growing the way it has been, we may have to turn over this whole building to them."

The trust department of the First National Bank may have to grow a few years more before it needs that much space, but Mr. Stewart's comment underlined a big and growing trend in Dallas banking — the growth of the trust business.

Dallas bankers share a growing enthusiasm for trust work, and more of them have been getting their feet wet in the business.

For example, the Oak Cliff Bank & Trust (no matter how long it has had that name) has just recently started a trust department. Gus Bowman, president of Exchange Bank & Trust Co., is especially pleased with the progress his bank's new trust department has made in the past year. And other growing banks are giving more attention to the business,

REFLECT GROWTH

including the Preston State Bank, at which director Gus Weatherred is making it his special project, and the National Bank of Commerce and the Bank of Services & Trusts.

The smaller banks are making a serious effort to get into the trust business with both feet despite the fact that it is generally agreed among bankers that trust departments are a money-losing proposition until they grow to a considerable size.

In a survey made last year, the Federal Reserve Bank of Dallas found that of 20 banks which were relatively small in the trust business, 15 departments reported net losses and only 5 recorded net profits. The large departments of big banks do show profits on their operations, but even there the trust officers admit that the commercial end of the banks is much more profitable than the trust departments ever will be (despite the fact that trust departments, in time, may have much greater assets under administration than the commercial departments control.

Why, then, do the banks want to be in trust work? Primarily, it seems that banks are ideally suited to do trust work. And besides, doing the trust work for an indviidual or a family of wealth or for a corporation tends to help tie that customer to the bank.

One Dallas bank official put it this way: "You know that if we have a man's will on file in our trust department, sooner or later we are going to get his account." And the smaller, outlying banks know that as well as the big banks downtown which have the large trust departments.

And it's true not only with wills. It is also true if a bank handles the profit-sharing or pension fund of a corporation, or if it serves as transfer agent or registrar for a firm's stock. And such functions are growing especially fast in the Southwest, as the economy of the area grows and matures.

It is the maturing of the Southwest that gets the credit with most bankers for the rapid growth of the trust business in Dallas. And rapid that growth has been, as witness these few

James W. Aston, president of the Republic National Bank, points out that his bank has reported for the last several years that its trust department now has more than one billion dollars in property under administration.

George Ridgeway, vice-president and trust officer who heads up the trust department of the First National Bank, has checked up and found that the number of personal trusts at "The First" has increased by 600 per cent in the last 20 years.

A. H. Drebbing, vice-president and trust officer with the Mercantile National Bank, says, "Fifteen years ago, when I came with this bank, the trust department consisted of six people. Today the number approaches 100."

And C. B. Peterson Jr., president of the Texas Bank & Trust Co., says, "The gross income of our department has more than doubled in the last four years."

Those statements are a measure of growth of the trust business among the biggest banks in Dallas, a growth that is rapidly making Dallas the heart of the trust work as well as the banking center of the Southwest.

When the bankers say it is the maturing of the Southwestern economy that is making the trust business grow here as it did years ago in the East and the Middle West, what do they mean more specifically?

W. P. Metcalfe, vice-president and trust officer of the Texas Bank & Trust, put it succinctly when he said, "We're getting into third and fourth generation money down here." A man who makes a fortune usually feels entirely competent to administer and invest it. Sometimes he feels less sure about the investment ability of his children and his children's children. So he turns to the trust men, investment professionals.

And, of course, the traditional investments of Texas — land, then cattle, then oil — are no longer quite the El Dorado's that they once were for many.

Furthermore, an increasing number of busy businessmen are coming to the realization that, while they may be experts at removing an appendix or selling a skyscraper, they are babes in Wall Street's woods. And they also are turning to the investment professionals.

"There are several fundamental reasons why banks are in this business," says Mr. Drebbing. "A financial institution just has certain inherent characteristics that make it a logical entity to act as trustee.

"It has financial facilties and know-how. As a corporation, it has perpetual life, which is extremely important. And it can be impartial; all decisions really represent group judgment of a number of people. You couldn't go out and hire this kind of service any other way.

"Then there is the other important aspect — of experience. This is my career — it's the career of 50 other men we have here — I've been in this business 30 years. As far as the basic elements of this are concerned, we're specialists in this sort of thing — devoting all of our time to it, day in and day out. For almost anything that comes up, you have a precedent in experience."

Those, then, are some of the reasons why the trust business is growing like a mushroom in Dallas. But what of the future?

The future looks, if anything, even more rosy than the past to most of the bankers connected with the trust business.

"I'ts a snowball," says Mr. Stewart.

"There's no question but what it's one of the fastest — if not the fastest — growing parts of the bank," says Mr. Aston.

Another banker notes that the wills currently on file in his vaults constitute a backlog of future business that promises to increase the size of his trust department two to five times its present size.

So, all things considered, Banker Stewart may not have been kidding at all when he suggested that his trust department might in time take over all of the present First National Bank building.

In fact, it might be sooner than even he thinks.

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America's Dominant Bus

All phases of business in the United States today are completely dominated by just a handful of major cities. Despite the tremendous growth of the entire nation and the emergence of small cities into larger metropolitan areas, a very few cities continue as the key business centers with vast regional and national influence resting in them.

This concentration of business leadership has paralleled the growing urbanization of the nation which reached such proportions that the 1960 Census of Population revealed that over 35% of the entire United States resided in the 24 metropolitan areas of over one million population and that all 213 standard metropolitan statistical areas contained over 60% of the population.

Business activities on a large scale are even more highly concentrated. In an effort to make this concentration more visible and actually to determine which cities are dominant, the Dallas Chamber of Commerce undertook a study of basic economic indicators, data ordinarily considered barometers of business activity. Results of this survey show that only 25 metropolitan areas deserve to be called Dominant Business Centers.

These 25 areas fall into five geographic areas:

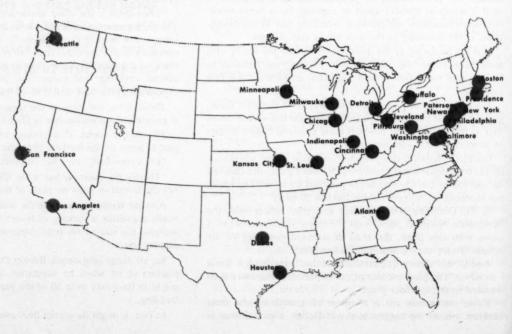
Atlantic Coast: New York, Philadelphia, Boston, Baltimore, Washington, Newark, Paterson-Clifton-Passaic and Providence-Pawtucket.

Lake Erie: Detroit, Cleveland, Pittsburgh and Buffalo. Middle-West: Chicago, St. Louis, Minneapolis, Milwaukee, Kansas City, Cincinnati and Indianapolis.

Pacific Coast: Los Angeles, San Francisco and Seattle. South: Dallas, Houston and Atlanta.

Those indicators whose national rankings, by metropolitan areas, were studied included population, manufacturing employment, wholesale sales, retail sales, service receipts, bank

The Top Twenty-Five U. S. Metropolitan Areas



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debits, postal receipts and headquarters of million-dollar companies. Latest data for each was used, and the top 20 areas of the nation were taken from each list.

A Dominant Business Center was defined as "a metropolitan area that ranks among the top 20 in the nation in any two or more of these economic indicators." Only 25 areas met this criterion, and there were just two other areas that ranked among the top 20 in only one business indicator. Thus, a possible 160 ranking positions were occupied by only 27 areas, a positive indication of the concentration of American business today.

These 25 areas comprise less than 35% of the nation's population but account for almost 60% of its wholesale sales, 56% of selected service receipts, 48% of the million-dollar company headquarters and 44% of all manufacturing employment. Of the total of the 344 cities reporting bank debits to the Federal Reserve Board, these 25 cities account for just under 75%.

In the broad southern half of the United States—the area east of Los Angeles and south of St. Louis—Dallas stands out as the dominant business center, ranking above the only other two centers in this area. With national rankings of 20th in population, 12th in wholesale sales, 17th in retail sales and service receipts, 10th in bank debits, 9th in million-dollar company headquarters and 13th in postal receipts, the Dallas area placed 14th among the 25 centers in the total rankings. Houston ranked 16th and Atlanta ranked 19th.

Nearest Dominant Business Centers ranking above Dallas were Los Angeles and St. Louis.

Of the 25 centers, 12 ranked among the top 20 in the nation in all eight measures: New York, Chicago, Los Angeles, Philadelphia, Detroit, Boston, San Francisco, St. Louis, Cleveland, Pittsburgh, Minneapolis and Baltimore; and two others, Dallas and Houston, ranked among the top 20 in all but one of the eight.

While population was one of the measures used to determine the Dominant Business Centers and is generally considered by the layman to be the most important indication of the importance of an area, several of those areas not among the top 20 in size earned positions in the overall rankings. Kansas City and Cincinnati just missed being among the top 20 largest metropolitan areas in population but ranked well up in almost every other category. Indianapolis and Providence were far from being among the top 20 in population but ranked in this select group in two other measures.

On the other hand, the Buffalo and Paterson-Clifton-Passaic areas ranked 15th and 18th respectively in population but placed among the top 20 areas of the nation in only two other categories—manufacturing employment and retail sales.

THEY Ranked	Population		Wholesale Sales	Petal Soles				Patini Receipts
New York	1	1	1	1	1	1	1	1
Chicago	3	2	2	3	2	2	2	2
Los Angeles	2	3	3	2	3	4	3	3
Philadelphia	4	4	5	4	5	5	4	4
Detroit	5	5	4	5	4	3	6	6
Boston	7	7	7	7	7	7	5	5
San Francisco	6	12	6	6	6	6	7	8
St. Louis	9	9	8	10	10	11	10	7
Cleveland	11	8	9	11	9	9	8	9
Pittsburgh	8	6	11	8	11	8	11	15
Minneapolis	14	17	10	14	13	15	13	12
Baltimore	12	11	18	13	15	14	18	16
Washington	10			9	8	18		10
Dallas	20		12	17	17	10	9	13
Newark	13	10	16	12	14		15	
Houston	16		14	15	16	12	12	19
Milwaukee	17	13	20			16	16	17
Kansas City			15	20	19	17	19	11
Atlanta			13			13		14
Cincinnati		16	17		18	19	17	18
Buffalo	15	14		16				
Paterson- Clifton-	18	15		18				

Miami ranked 12th in Service Receipts.

Jersey City ranked 19th in Manufactur.

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ing Employmen

Indianapolis

Passaic

Providence

Seattle

All data for Standard Metropolitan Statistical Areas, except Bank Debits (City) 1960 Census of Population

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958 Census of Manufactures 958 Census at Business

1960 Report of Board of Coverno Pederal Reserve System

Million Callar Directory

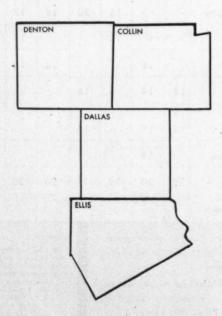
SS Report of Postal Receipts

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Sixty-Six Banks Serve Dallas Metropolitan Area

The 66 banks of the Dallas Standard Metropolitan Statistical Area reported deposits of \$2,855,296,075, as of December 31, 1960, and resources of \$3,233,119,889. Each of these totals was some \$200 million above similar figures for the end of 1959. The banks are spread over 33 cities and towns throughout the four counties and add strength to the Dallas banking picture by the diversity of their operations. Made up of small banks as well as the Dallas financial giants, this group provides all banking needs for the continuing growth of Metropolitan Dallas as the Financial Capital of the Southwest.



Dallas City Banks

DEPOSITS

	Dec. 31, 1960	Dec. 31, 1959
Republic National Bank \$	61,012,466,640.89	\$ 913,072,175.30
First National Bank	870,893,159.83	806,425,686.26
Mercantile National Bank	350,404,424.69	345,625,098.05
Texas Bank & Trust Co	101,783,795.85	93,442,331.69
Exchange Bank & Trust Co.	38,509,684.25	32,443,714.05
Oak Cliff Bank & Trust Co.	37,286,155.38	36,405,802.93
Preston State Bank	34,438,066.73	30,650,825.41
Empire State Bank	23,010,906.84	21,463,590.60
Hillcrest State Bank	22,079,837.27	22,007,773.24
American Bank & Trust	19,866,031.31	16,105,803.63
Merchants State Bank	16,734,037.35	15,850,394.61
Grand Avenue State Bank	16,040,298.45	16,038,836.91
National Bank of Commerce	15,476,850.92	15,487,028.68
Greenville Avenue		
State Bank	15,093,826.89	14,896,203.50
Wynnewood State Bank	13,404,148.82	11,993,783.94
Industrial National Bank	12,673,755.11	13,392,792.62
Lakewood State Bank	12,617,745.26	12,224,793.36
South Oak Cliff State Bank	10,761,209.28	10,392,018.41
Fair Park National Bank	10,404,734.93	10,155,787.27
Grove State Bank	8,524,677.45	8,281,166.72
First Citizens Bank	8,515,695.08	8,588,361.20
Park Cities Bank & Trust	7,587,639.51	5,854,302.99
Bank of Services & Trusts	6,882,029.52	4,487,316.82
Northwest National Bank	3,744,922.98	3,208,368.17
East Dallas Bank &		
Trust Company	3,316,260.07	2,544,731.06
Buckner State Bank	1,218,658.20	869,649.32
Totals \$	2,673,735,192.86	\$2,471,908,336,74

RESOURCES

	Dec. 31, 1960	Dec. 31, 1959
Republic National Bank\$	51,187,112,938.92	\$1,081,939,386.86
First National Bank	966,244,715.93	906,911,573.46
Mercantile National Bank	395,420,719.06	391,975,351.70
Texas Bank & Trust Co	110,801,079.84	102,255,974.98
Exchange Bank & Trust Co.	49,643,426.60	43,413,501.18
Oak Cliff Bank & Trust Co	40,547,106.38	39,140,319.10
Preston State Bank	36,814,113.80	32,560,874.87
Empire State Bank	24,982,183.14	23,368,950.13
Hillcrest State Bank	23,853,826.24	23,289,025.36
American Bank & Trust Co.	21,173,446.03	17,361,655.78
Merchants State Bank	17,029,593.52	16,861,147.65
Grand Avenue State Bank	17,341,857.92	17,306,576.73
National Bank of Commerce	16,719,570.32	16,605,958.68
Greenville Avenue		
State Bank	16,516,314.87	16,046,248.54
Wynnewood State Bank	14,474,078.63	12,976,820.92
Industrial National Bank	13,582,983.21	14,312,759.95
Lakewood State Bank	13,388,601.80	12,976,849.55
South Oak Cliff State Bank	11,484,684.22	11,100,843.61
Fair Park National Bank	11,388,202.67	11,049,512.94
First Citizens Bank	9,461,585.31	9,319,725.53
Grove State Bank	9,272,053.74	9,008,836.92
Park Cities Bank & Trust Co.	8,438,134.87	6,586,539.26
Bank of Services & Trusts	8,009,184.54	5,187,132.59
Northwest National Bank	4,274,925.38	3,706,330.71
East Dallas Bank & Trust Co.	3,833,032.02	3,006,961.24
Buckner State Bank	1,723,839.33	1,369,985.93
Totals\$	3,034,432,198.29	\$2,829,638,844.17

Collin County Banks

DEP	OSITS		RESOURCES		
	Dec. 31, 1960	Dec. 31, 1959	Dec. 31, 1960	Dec. 31, 1959	
Anna, First National	.\$ 1,377,680.91	\$ 1,446,625.66	\$ 1,489,935.60	\$ 1,547,309.13	
Celina, First State	1,780,215.76	1,821,752.78	1,963,141.79	1,988,711.11	
Farmersville, First National	2,453,183.16	2,647,017.54	2,637,795.45	2,826,181.25	
Frisco, First State	1,326,232.46	1,337,280.66	1,437,238.46	1,440,852.66	
McKinney, Central National	7,103,083.41	7,464,233.08	7,691,108.74	7,978,275.49	
McKinney, Collin County Nationa	1 7,874,790.27	8,250,729.62	8,690,843.47	8,890,280.74	
Plano, First National	3,532,847.43	2,953,384.89	3,850,226.87	3,228,169.52	
Princeton, Citizens State	1,273,697.63	1,268,993.40	1,429,426.72	1,411,353,69	
Prosper, Prosper State	983,328.69	1,129,247.01	1,074,985.93	1,213,135.54	
Wylie, First State	1,784,968.29	1,839,974.63	1,926,139.68	1,967,337.69	
Totals	\$29,490,028.01	\$30,159,239.27	\$32,190,842.71	\$32,491,606.82	

Dallas County Banks

DEPOSITS		RESO	URCES
Dec. 31, 1960	Dec. 31, 1959	Dec. 31, 1960	Dec. 31, 1959
Dallas County Bank, Carrollton \$ 3,806,927.72	\$ 3,224,942.07	\$ 4,113,160.32	\$ 3,442,213.94
First National, Garland	15,850,291.85	20,836,604.74	17,031,402.77
Garland State Bank	3,967,224.97	4,687,315.34	4,302,631.66
First National, Grand Prairie 7,034,146.08	7,864,030.57	7,586,821.76	8,389,497.10
Grand Prairie State 9,597,777.89	9,195,905.28	10,346,862.19	9,883,040.67
Irving State Bank	12,413,281.35	14,818,670.12	13,375,398.94
Southwest Bank, Irving 5,998,039.33	5,413,863.95	6,509,880.14	5,826,155.54
First National, Lancaster 4,485,957.89	4,285,667.71	5,200,881.64	4,743,107.09
First National, Mesquite 7,423,612.50	6,730,030.92	7,950,563.20	7,223,678.73
Citizens State, Richardson 7,011,116.69	5,979,277.38	7,621,761.65	6,378,666.01
First Bank & Trust, Richardson 1,305,091.30	new bank	1,797,806.95	new bank
Seagoville State Bank 2,334,054.62	2,427,292.87	2,632,826.57	2,690,811.58
Totals	\$77,351,808.92	\$94,103,144.62	\$83,286,604.03

Denton County Banks

DEPOSITS		RESOURCES		
Dec. 31, 1960	Dec. 31, 1959	Dec. 31, 1960	Dec. 31, 1959	
Denton, First State Bank	\$12,863,371.83	\$11,806,981.19	\$12,533,391.35	
Denton, Denton County National 10,691,666.51	11,518,122.64	14,274,567.45	13,673,684.88	
Justin, Justin State Bank 924,059.82	838,579.99	1,050,524.53	962,050.17	
Krum, Farmers & Merchants State 606,524.70	563,758.42	687,195.97	641,383.85	
Lewisville, Lewisville State Bank 3,766,800.00	3,625,800.00	4,252,100.00	4,028,500.00	
Pilot Point, Pilot Point National 1,905,466.74	1,951,328.67	2,198,745.74	2,235,779.67	
Sanger, First National Bank	1,628,183.76	1,723,616.00	1,790,088.00	
Totals \$32,820,263.52	\$32,989,145,31	\$35,993,730.88	\$35,864,877,92	

Ellis County Banks

DEPO	SITS		RESO	URCES
	Dec. 31, 1960	Dec. 31, 1959	Dec. 31, 1960	Dec. 31, 1959
Avalon, First State Bank	\$ 274,437.00	\$ 350,719.56	\$ 332,155.93	\$ 386,101.83
Ennis, Citizens National	5,654,653.05	5,879,263.30	6,151,254.47	6,347,421.01
Ennis, Ennis State Bank	5,815,430.80	5,978,986.35	6,576,717.28	6,573,186.34
Ferris, Farmers & Merchants State	1,641,785.35	1,714,043.96	1,925,910.40	1,915,365.90
Italy, First State Bank	1,006,476.53	1,005,709.13	1,185,959.36	1,177,863.67
Maypearl, First State Bank	599,433.04	555,228.64	664,144.60	626,937.15
Midlothian, First National	2,174,256.17	2,208,991.08	2,351,973.54	2,380,670.62
Milford, First National	577,902.40	615,972.91	669,852.53	702,277.95
Palmer, Commercial State	896,194.68	994,983.92	1,552,980.87	1,592,725.20
Waxahachie, Citizens National	8,275,541.43	8,213,188.22	8,775,541.43	8,713,188.22
Waxahachie, Waxahachie Bank				
& Trust	5,733,310.80	6,514,765.52	6,213,481.33	7,014,749.82
Totals	\$32,649,421.25	\$34,031,852.59	\$36,399,971.74	\$37,430,487.71

Dallas Among Leaders In 1960 Bank Debits

1st in Percentage Gain 6th in Amount of Gain 10th in Total Debits

Dallas ranked tenth in the nation in total bank debits for 1960 and led all other cities in percentage of increase from 1959. The Dallas net increase of \$3,162,268,000 was the sixth largest in the nation, ahead of the total gains of such cities as Los Angeles, Philadelphia, Boston and Cleveland. Bank debits, which represent the total volume of checks written on demand deposit accounts of individuals, partnerships, corporations, and state and political subdivisions, except interbank and U. S. Government, are generally regarded as one of the most significant indicators of business activity and reflect the importance of Dallas in the national banking picture.

Leading U.S. Cities, 1960 Bank Debits

1	ota	al	
(Billions	of	Dollars)	
Vork City		\$	

(Dillions of Donnes	,
New York City	
Chicago	211.7
Detroit	86.7
Los Angeles	85.6
Philadelphia	76.2
San Francisco	59.6
Boston	57.8
Pittsburgh ,	57.6
Cleveland	46.4
DALLAS	34.7
St. Louis	33.9
Houston	30.9
Atlanta	25.22
Baltimore	25.19
Minneapolis	24.8
Milwaukee	23.9
Kansas City	23.5
Washington	22.7
Cincinnati	21.4
Seattle	19.2

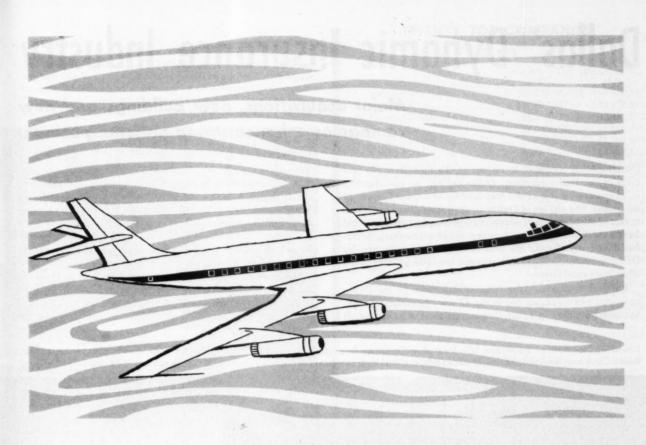
Source: Board of Governors, Federal Reserve System

Amount of Increase From 1959 (Billions of Dollars)

New York City	\$79.2
Chicago	15.2
Detroit	5.8
San Francisco	5.0
Pittsburgh	3.7
DALLAS	3.2
Los Angeles	2.5
St. Louis	2.4
Cleveland	2.2
Philadelphia	1.7
Milwaukee	1.44
Minneapolis	1.42
Atlanta	1.40
Boston	
Baltimore	
Kansas City	
Houston	
Cincinnati	49
Seattle	
Washington	.04

Percentage of Increase From 1959

DALLAS	10.0%
San Francisco	9.2%
New York City	7.7%
Chicago	
St. Louis	7.5%
Detroit	7.2%
Pittsburgh	6.9%
Milwaukee	6.4%
Minneapolis	6.1%
Atlanta	5.9%
Cleveland	5.0%
Baltimore	3.5%
Kansas City	3.4%
Los Angeles	3.0%
Houston	2.3%
Cincinnati	2.3%
Philadelphia	2.2%
Boston	2.2%
Seattle	1.9%
Washington	.2%



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REPUBLIC NATIONAL BANK OF DALLAS

to the business man

CAPITAL AND SURPLUS \$105,000,000 * LARGEST IN THE SOUTH * MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

Dallas' Dynamic Insurance Industry

Major acquisitions, new buildings and new companies enhance strong national position.

INSURANCE continues to be one of the most dynamic features of the Dallas economy. Dallas exhibits no complacency in its position as one of the four leading Insurance Centers of the nation. The vitality of Dallas' insurance industry is reflected in recent major company acquisitions by Southwestern Life and Southland Life, by major building projects involving home-based and out-of-state life and casualty companies, and by Dallas' continued growth as a regional headquarters and home office insurance center.

Physical evidence of the force of insurance in the Dallas economic picture stands out in the 42 story Southland Tower, the tallest building in Texas, dominating the Dallas skyline. It

shows up in the recently completed Fidelity Union Tower complex, the largest office building in Texas in terms of square footage. It shows up in new expansion and office buildings of such firms as Praetorian Mutual and United Fidelity, and other modern Dallas buildings. And plans are now under way for a new home office building for Southwestern Life on a 2½ acre site, which will add another outward and upward dimension to the central city skyline.

But home office buildings and life insurance are only part of the Dallas insurance story. While insurance provides one of Dallas' major segments of payroll diversification, the gamut of Dallas insurance from life to casualty, fire, auto and all other

Board of Directors of Southland Life Insurance Company in session March 14, 1961. Early this year, Ben H. Carpenter, center, Board Chairman, announced the purchase of Carolina Life Insurance Company by Southland for an amount in excess of \$15 million.





forms, and the diversity of out-of-state organizations represented in Dallas makes insurance within itself, perhaps the most diverse of Dallas industries.

The Hartford Building is a prime physical example of Dallas' position as a regional headquarters insurance city in the casualty field. The Pacific Mutual Life Building, dedicated this month, adds another well known name and a new dimension to the imposing Turtle Creek Area insurance complex that now extends virtually from Maple Avenue to Lemmon.

New regional headquarters building for Indiana Lumbermans Mutual Insurance Company just opened in Empire Central involves a total overall cost of \$500,000. This facility has 80 employees and will serve Texas, Louisiana and New Mexico. \$24 MILLION CHECK — J. Ralph Wood, President of Southwestern Life Insurance Company hands check for \$23,944,200 to John D. Murchison for purchase of Atlantic Life Insurance Company of Richmond, Virginia. Robert H. Stewart III, President of First National Bank in Dallas, witnesses sale's closing.

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On Stemmons Expressway, in Empire Central, on far out Preston Road, and many other parts of Dallas, imposing office buildings and multiple floors occupied in downtown office buildings reflect the wide employment and volume of business that centers on the Dallas insurance industry. Names like America Fore, Travelers, Equitable, Continental, Hardware Mutual, Home Insurance Company, Liberty Mutual, Firemen's Fund, Aetna Casualty, Employers, State Farm Mutual, Zurick, U.S. F. & G., and others, present only a part of the overall regional Dallas insurance picture.

In addition to this Dallas is a major center for insurance management companies and general agencies. It is a major center for loan offices of local and major companies. On a local level the Dallas agencies of home based and out-of-state life companies and the multiple Dallas general insurance agencies round out the overall insurance picture.

Pacific Mutual Life Insurance Company's regional headquarters building, shown below, represents a building and site improvement cost of \$276,964 plus a land investment of more than a quarter million dollars in the five acre tract which the company will develop in the Turtle Creek area near downtown.

TWENTY TOP COMPANIES

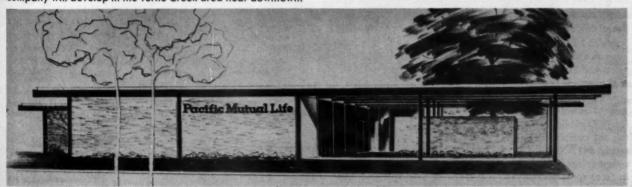
ASSETS

	I	December 31, 1960	December 31, 1959
1.	Southwestern Life\$	505,538,083	\$ 480,610,247
2.	Southland Life	250,667,885	238,928,894
3.	Republic National	105,859,878	97,432,772
4.	Reserve Life	71,669,269	65,640,051
5.	Fidelity Union Life	57,172,057	51,808,589
6.	United Fidelity Life	46,867,209	44,668,522
7.	Great National Life	43,997,036	41,373,689
8.	Praetorian Mutual	25,125,300	24,513,459
9.	Rio Grande National	23,004,140	20,890,317
10.	Girard Life	22,848,418	22,903,082
11.	Great American Reserve	21,871,462	19,445,193
12.	Guardian Underwriters	19,577,746	19,436,471
13.	Universal Life & Accident	17,784,391	16,925,865
14.	National Bankers Life	15,794,191	15,733,012
15.	Gibraltar Life	10,654,476	9,891,069
16.	Mercantile Securities	7,547,331	6,953,081
17.	International Fidelity	5,467,941	5,185,904
18.	Girardian	5,233,182	4,414,736
19.	United Bankers Life	4,587,568	4,486,559
20.	Combined American	4,144,200	3,330,333
	TOTALS\$	1,265,411,763	\$1,194,571,845

INSURANCE IN FORCE

		December 31, 1960	December 31, 1959
1.	Republic National	\$2,974,869,128	\$2,355,689,657
2.	Southwestern Life	. 2,116,626,295	1,973,684,210
3.	Southland Life	. 1,426,219,404	1,326,157,430
4.	Fidelity Union Life	550,506,131	485,348,457
5.	Great American Reserve	. 272,943,348	246,004,349
6.	Great National Life	. 215,501,278	201,377,404
7.	Rio Grande National Life	. 214,399,572	211,217,254
8.	United Fidelity	. 211,689,232	192,038,521
9.	Reserve Life	195,962,459	167,497,509
10.	Praetorian Mutual	108,189,032	88,660,128
11.	Girardian Insurance	. 107,023,379	87,330,452
12.	Girard Life	103,561,020	101,361,790
13.	Universal Life & Accident	94,522,130	91,482,869
14.	Industrial Life	85,600,000	66,273,621
15.	Gibraltar Life	80,606,461	72,190,368
16.	Great Commonwealth	62,078,153	50,361,067
17.	National Bankers Life	58,707,908	62,177,490
18.	International Fidelity	58,116,811	55,623,000
19.	Consolidated General	54,073,839	40,746,615
20.	Mercantile Security	52,458,223	50,201,461
161	TOTALS	\$9,043,653,803	\$7,925,423,652

*Credit - Figures from the Insurance Record.



Newest to establish regional headquarters in Dallas is Industrial Indemnity Company of San Francisco. Shown in new Hartford Building offices are: seated, Charles L. Ennis, regional vice-president; center, Robert W. Hooker, regional claims manager and, left, LeRoy King, regional underwriting mgr.



The \$29 million cash sale of substantially all the capital stock of Atlantic Life Insurance of Richmond, Virginia, to Southwestern Life Insurance Company, provides another measure of Dallas' maturity and expanding position as a major life insurance center. Believed to be one of the largest transactions in insurance history, Southwestern Life in late January contracted to buy the Virginia life company.

Southwestern Life was founded in 1903 and Atlantic in 1900. Both companies have achieved the highest rating possible in "Best's Life Insurance Reports," which is considered the highest authoritative source in insurance company analysis and reporting services. Southwestern Life now has more than \$2,100,000,000 of insurance in force and Atlantic has in excess of \$500,000,000. Assets of Southwestern at the end of 1960 were more than \$500,000,000 while those of Atlantic totaled more than \$100,000,000. As a result of the acquisition, Southwestern Life, already one of the major life insurance companies in the nation, will have a contiguous territory of operations stretching from coast to coast.

On January 4, 1961, Southland Life announced the purchase of more than 95 per cent of the outstanding stock of Carolina Life Insurance Company of Columbia, South Carolina, for an amount in excess of \$15 million. This acquisition will give Southland Life 31 branch offices in Florida, Georgia and South Carolina in addition to the 66 branch offices it currently maintains in 22 states and the District of Columbia.

Carolina Life Insurance Company ended the year 1960 with \$121,841,349 of ordinary insurance in force, \$246,191,499 of weekly premium insurance in force and \$54,235,538.23 in resources. This operation will be reinsured by Southland Life during 1961 and will continue as a Division of Southland Life. Southland Life employs more than 800 people in its Dallas home office and expects this number to increase in 1961. Southland Life is currently in the top 3 per cent of all the life insurance companies in America with over \$250,000,000 in assets and \$1,450,000,000 insurance in force.

Republic National Life Insurance Company is another fast growing Dallas based firm that is making insurance history. Just 24 months after reaching \$2 billion in life insurance in force, Republic has reached the \$3 billion mark. To accomplish this the company has shown an average monthly increase of nearly \$41,000,000 for 24 months. On January of 1959, the company announced the attainment of \$2 billion life insurance in force some 30 months after reaching \$1 billion. Republic

National Life passed the \$3 billion insurance in force mark in January 1961. On December 31, 1960, Republic reported \$2,974,869,128 insurance in force and assets of \$105,859,877.

Figures compiled by the Insurance Record for twenty top Dallas home office life companies showed total assets of \$1,265,411,763 as of December 31, 1960, and insurance in force of \$9,043,653,803. This represents an asset gain of \$70,839,918 in this group and a gain of insurance in force amounting to \$1,118,230,151.

A spot check of major companies in this top group and others in the hundred plus life companies based in Dallas shows strong gains in assets and insurance in force.

Fidelity Union Life showed 1960 insurance in force figures of \$550,506,131 against \$485,348,457 in 1959, and 1960 asset figures of \$57,172,057 against \$46,639,580 in 1959. Great American Reserve showed life insurance in force at the end of 1960 of \$272,943,348 against 1959 figures of \$246,004,349. Great American Reserve assets rose from \$19,455,193 in 1959 to \$21,871,462 in 1960. United Fidelity Life reported assets of \$46,867,209 in 1960 against 1959 assets of \$44,668,522. Insurance in force rose from \$192,038,521 in 1959 to \$211,689,232 in 1960.

Rio Grande National finished 1960 with \$214,399,572 insurance in force against a \$211,217,254 figure in 1959. Rio Grande assets stood at \$23,004,140 in 1960 against \$20,890,317 in 1959. Praetorian Mutual Life showed 1960 assets of \$25,125,300 against 1959 assets of \$24,513,459. Praetorian insurance in force rose from \$88,660,128 in 1959 to \$108,189,032 in 1960.

Universal Life & Accident reported 1960 assets of \$17,784,-391 against 1959 assets of \$16,925,865. Universal insurance in force rose from \$91,482,869 in 1959 to \$94,522,130 in 1960. Girard Life showed \$22,848,418 assets in 1960 against \$22,-903,082 in 1959. Girard Life insurance in force rose from \$101,361,790 in 1959 to \$103,561,020 in 1960. Southern Provident Life Insurance Company reported assets of \$1,535,-948 at the close of 1960, an increase of 13 per cent. Income was up 12 per cent to \$768,176 and insurance in force climbed 11 per cent to \$48,005,240. National Empire Life reported life insurance in force at \$14,767,573 and a gain in admitted assets of \$86,609. Total assets of this firm are now \$701,296.

Major home based casualty companies in Dallas also continued to expand in the diversified insurance picture. Republic Insurance Co. in its fifty-eighth annual statement reported

(Continued on page 74)

Where there's a need there's a way.





MEMBER F.D.I.C.

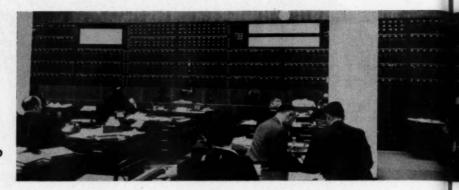
EXCHANGE BANK the heart of Greater Dallas!

FINANCE CENTER

First in the South —

Dallas continues to move up

Nationally.



Board room of Shearson-Hammill & Co., above, on the ground floor of the Fidelity Union Tower, represents their third expansion in Dallas since opening in 1950.

Section of trading room of Rauscher, Pierce & Co. Inc., right, is heart of their ticker and communications. This firm is now installing a new board room on the ground floor, Mercantile-Dallas Building.



By Tom McHale

Stepped-up activity in the nation's security markets is reflected in the physical expansion of Dallas security firms, and the continued addition of new investment banking houses. Two years ago the Financial Issue of DALLAS carried a report from the Dallas office of the National Association of Security Dealers showing 62 local firms and 21 branch offices for a total of 81. At the present time Dallas has 57 local members and 49 branch offices for a total of 106 members of the association, a net gain of 23.

Numbers alone are only part of the story. Most of Dallas' large security firms have been expanding in floor space and personnel during the past two years, and the same is true of the national stock exchange houses represented here. Dallas now has 19 New York Stock Exchange members including branches and local firms. Dallas is the leading security center in the entire South and is rapidly gaining national stature. In terms of financial activity, Dallas ranks far ahead of its population standing.

Ten Dallas firms were included in a recent issue of *Finance Magazine* ranking the nation's leading investment bankers. The Dallas firms had a total net worth of \$7,190,423. Listed in order of size and net worth they included: First Southwest Co., \$3,059,005; Rauscher, Pierce & Co., \$784,368; Sanders & Co., \$736,017 Parker, Ford & Co., \$662,652; Dallas Union Securities, \$583,793; Dallas Rupe & Son, \$356,039; Eppler, Guerin & Turner, \$331,661; Schneider, Bernet & Hickman, \$289,225; Walker, Austin & Waggoner, \$244,934 and Metropolitan Dallas Corporation, \$142,729.

The national list was headed by Merrill Lynch, Pierce, Fenner & Smith with a net worth of \$71,240,917. Perhaps the Dallas operation of this top ranking firm provides the best index of our national standing. Merrill Lynch maintains two locations in Dallas, one in the Adolphus Tower and the other on the ground floor of the Republic Bank Building. With approximately 100 employees, Dallas ranks eighth in volume among 140 world-wide Merrill Lynch, Pierce, Fenner & Smith offices extending from Rome to Hong Kong, according to E. O. Cartwright, a vice president and director of the firm.

Dallas is the only city of its size in the nation in which Merrill Lynch maintains two offices. The firm maintains two locations in only eight larger U. S. Cities. Their Dallas operation rank is even more impressive in view of the fact that Merrill Lynch maintains twelve offices in Texas, including Fort Worth, and the geographical area served by Dallas is relatively limited.

According to Mr. Cartwright plans are now under way to substantially increase their Adolphus Tower floor space by mid-year to add facilities for eleven more sales personnel, and, when space is available, the firm expects to double its floor space in the Republic Bank Building.

Merrill Lynch is now installing a "Quotron Service" which will be operational this month. This is an electronic device with a memory drum operated from a quotation center in New York. By pushing appropriate buttons in Dallas, bid and asked prices and last sales figures will be instantly available in Dallas on any one of 800 securities listed on the New York Stock Exchange and American Stock Exchange. This time-saving device is the first installation of its kind in the Southwest.



Shown on left is section of Merrill Lynch, Pierce, Fenner & Smith board room on ground floor of Republic Bank Building. This firm plans to double this space and also expand their offices in the Adolphus Tower to accommodate more personnel.

Section of Dallas Rupe & Son Inc. offices, below, shows "Big Board" quotations coming in directly and teletype operation. Organized in 1928, this firm was the first in Dallas to be admitted as a member of the New York Stock Exchange.





Comunications center of Dallas Union Securities Company Inc., shown above. This firm is a member of the Troster-Singer Network and has direct wire connections to almost all cities in Texas.

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First Southwest Company, Corporate Trading Department, right. Conferring at head of table are W. C. (Decker) Jackson Jr., president, and James F. Jacques, vice-president in charge of this department. The company now has 47 employes.



The transition of Dallas and Southwestern firms from private to corporate ownership and the growing number of these firms showing up on the boards of the New York Stock Exchange and the American, Mid-West and Pacific Coast are factors in stepped-up financial activity in Dallas.

The regional office of the National Association of Security Dealers was established in Dallas in 1952. This "watch-dog" organization is the nerve center of self-regulation in the securities business. One of the primary public service functions of NASD is the collection and publication of "over-the-counter" quotations.

Dallas is also a center of origination and underwriting and a service center for the design and purchase of obligations of cities, counties, districts and authorities in the Southwest. Typical of Dallas investment firms providing this manysided service is the First Southwest Company, with its main offices in the Mercantile Bank Building. On March 31, this firm completed its fifteenth year in business. First Southwest has 47 employees in its Dallas operation and maintains branches in Abilene, Houston, San Antonio, Lubbock and Tyler. The firm has direct private wires to all major financial centers in the United States.

First Southwest conducts a general investment banking business dealing in public utility and industrial bonds, preferred and common stocks, bank and insurance shares, state, municipal, county and district bonds and obligations of authorities. First Southwest's Company's corporate trading depart-

(Continued on page 70)

"Here's Why I Selected <u>EXPERIENCED</u> Texas Distributors, Inc., to Install Air Conditioning in My New Store"

"I like to deal with Texas Distributors," said Mr. J. W. Harris, Jr., owner of the new HARRIS FOOD STORE. "Four years ago, Texas Distributors installed air conditioning in my other store and when I decided to build this new store at 4131 West Jefferson, Texas Distributors was my choice for the air conditioning installation because I was so highly pleased with the installation and performance of the air conditioning in the other store during the past four years. Also, I can recommend Texas Distributors service as excellent."



HARRIS FOOD STORE

4131 W. JEFFERSON



AIR CONDITIONING

BY TEXAS DISTRIBUTORS Gives You AIR CONDITIONING AT IT'S BEST!

TEXAS DISTRIBUTORS' engineering know-how plus DEPENDABLE GENERAL ELECTRIC AIR CONDITIONING combine to give you the FINEST, TOP QUALITY air conditioning in the industry. Get the facts about why GENERAL ELECTRIC Air Conditioning is best for you. Call TEXAS DISTRIBUTORS, INC. NOW!

TEXAS

Member of the Air Conditioning and Refrigeration Contractors Association of Dallas

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DALLAS . FORT WORTH . LONGVIEW . TYLER . WACO . WICHITA FALLS

Mexicana Inaugurates Service

Mayor R. L. Thornton, Sr., presided at inaugural ceremonies marking the entry of Mexicana Airlines, first foreign flag carrier to serve the Dallas area.



Avery Mays, left, Dallas Chamber of Commerce president, and Herbert L. Nichols, chairman of the Aviation Committee, far right, welcome Lic. Aaron Saenz, Sr., president of Mexicana, and his son Aaron Saenz, Jr.





Dallas dignitaries escorted Mexicana officials from Love Field into the city where they were guests from April 5 through April 7. Later Dallas officials visited Mexico.

Mexcio City and Dallas shared a celebration early in April marking the entry of Mexicana Airlines as the first foreign flag carrier to serve Dallas.

Mexicana's inaugural flight, a Comet IV jet, arrived at Dallas Love Field on April 5, bringing a large group of airline officials, and distinguished Mexican leaders in Government and business. The Mexican party visited Dallas until April 7, when a comparable group of Dallas leaders left for Mexico City as guests of Mexican Airlines. The Dallasites were guests of

the airline for three days in the Mexican capital.

Several "firsts" were involved in the Mexicana entry into Dallas. It marked the inauguration of jet service between Dallas and Mexico City. It also involved inauguration of the first single-plane air service which Dallas has had with Monterrey since 1953. And the new service by the Mexican flag carrier is the first which has been awarded to Dallas by diplomatic negotiations.

Mexicana formally opened its new

street-level ticket office at 1903 Commerce Street, directly opposite the Statler Hilton Hotel. The airlines's office has been decorated in a modern Mexican motif, utilizing Mexican tiles, the Aztec calendar, and specially-designed furnishings. Xavier Ojeda is Dallas regional manager of the airline, which has a staff of 10 persons in Dallas.

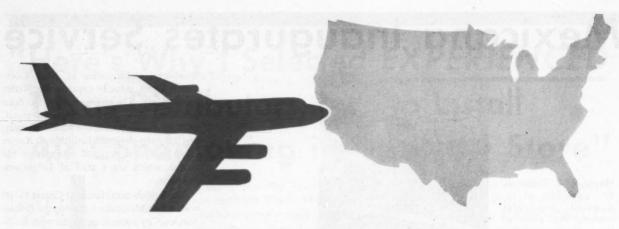
The British-manufactured Comet IV jet with which Mexicana is serving the Dallas-Mexico City route is equipped with Rolls-Royce engines. Service between Dallas and Monterrey is with "blue ribbon" DC-6 aircraft. The Comet schedules are of dual configuration, providing first class and tourist accommodations in the same aircraft. The DC-6 flight to Monterrey will provide all-tourist accommodation.

As soon as a temporary building can be completed at Dallas Love Field to house U. S. customs, immigration, quarantine and public health staffs, the Mexicana schedules will operate nonstop from Mexico City to Dallas. Pending completion of the building, the northbound flights are stopping in San Antonio to clear customs. Southbound flights are nonstop from Dallas. By having the customs and other international entry facilities in operation at the airport, Dallas is expected to be in a better position to secure other international air services also.

The Dallas-Mexico City schedules are offered by Mexicana on Mondays, Wednesdays and Fridays. The Dallas-Monterrey-Mexico City schedules operate on Tuesdays, Thursdays and Saturdays. The Comet IV flight departs Mexico City at 8:30 a.m., arriving at Dallas at 11:50 a.m.; and departs from Dallas at 1:30 p.m., arriving at Mexico City at 4:00 p.m. The "blue ribbon" DC-6 flight departs Mexico City at 8:00 a.m., Monterrey at 10:25 a.m., arriving at Dallas at 1:40 p.m.

Mexicana's entry into Dallas results from a new bilateral air service treaty negotiated between the United States and Mexico in August, 1960. The treaty provided for an equal number of routes into Mexico, to be operated by U. S. flag carriers, and routes into the United States to be operated by Mexican flag carriers. Until that time, only American Airlines had operating rights between Dallas and Mexico. Under the new treaty, Braniff Airways secured Mexican permission to activate its route from San Antonio to

(Continued on page 71)



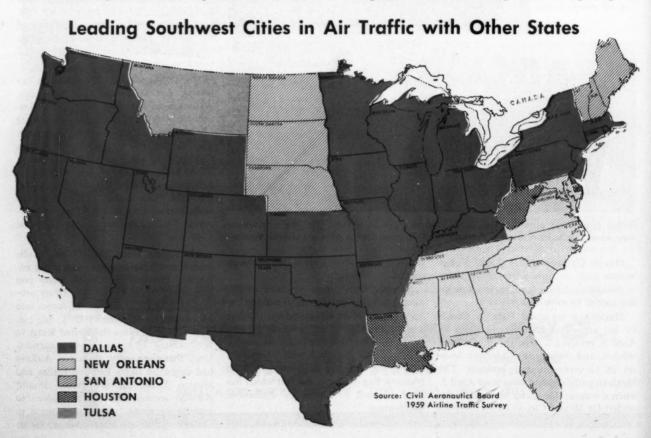
Air Traffic Survey Shows Dallas Dominates Southwest

Thirty states exchange more originating-treminating air passengers with Dallas than with any other Southwestern city.

Of the 22 other major business centers of the United States, 19 exchange more originating-terminating air passengers with Dallas than with any other Southwestern city. Dallas ranks second among Southwestern centers in exchange of air passengers with two other major business centers, and ranks third with one.

Dallas' air passengers are fairly evenly divided between short-haul and long-haul markets. 36.4 percent of the 1,316,630 originating-terminating passengers were exchanged with points within 300 miles from Dallas; 35.8 percent were exchanged with points more than 800 miles from Dallas; and the remaining 27.8 percent were exchanged in Dallas air traffic markets between 300 and 800 miles distant.

These and other characteristics of the Dallas air traffic market are revealed in the Civil Aeronautics Board's newlypublished 1959 Airline Traffic Survey. For the first time, the 1959 survey provided a continuous, year-long 1-in-10 sampling of origins, destinations and routings of all airline passengers in



the United States. Previous surveys have been based upon a 100% sampling of air passengers during two 2-week periods, the first 14 days in March and the last 14 days in September. The continuous 1-in-10 sampling is considered much more accurate than the previous surveys, since it does not reflect seasonal and other distortions.

The 1959 air traffic data emphasize, in every analysis, Dallas' deep-rooted position as the dominant air transportation center in the Southwest. Dallas has been the No. 1 air traffic generator in the region since the very beginning of scheduled air service.

Dallas' relative position as an air traffic generator is emphasized in comparisons with the other leading metropolitan centers of the Southwest – Fort Worth, Houston, New Orleans, Oklahoma City, San Antonio and Tulsa.

The 10 states (including the District of Columbia) outside of the region which exchanged the greatest number of origindestination passengers with the Southwestern centers in 1959 were as follows:

Total O &	D passengers	No. 1 poi	nt in the Sout	hwest
State with 7 Sou	thwestern cities	City	No. of pass.	% of total
New York	379,440	Dallas	113,680	30.0
California	287,990	Dallas	93,050	32.3
Illinois	203,070	Dallas	65,550	32.3
Missouri	185,240	Dallas	51,210	27.6
Florida	146,720	N. Orleans	64,540	44.0
D. of C.	115,980	Dallas	35,130	30.3
Tennessee	92,980	N. Orleans	28,330	30.5
Ohio	92,570	Dallas	28,370	30.6
Pennsylvania	87,190	Dallas	21,370	24.5
Georgia	83,710	N. Orleans	31,810	38.0

Of the total passengers which the 5 Southwestern states exchanged with the Southwestern centers, Dallas accounted for 32.7%. The three top-ranking Southwestern air travel points for the five states were as follows:

	d total O &		Principal origin-destination travel points									
	rs exchang		. 1	No.	2	No.	. 3					
State	Number	City	No.	City	No.	City	No.					
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)					
Arkansas	62,420	Dallas	24,100	Houston	9,270	Tulsa	7,390					
Louisiana	325,550	Houston	129,310	N. Orleans	76,540	Dallas	75,240					
New Mex.	41,820	Dallas	19,420	Houston	5,130	S. Ant.	4,520					
Oklahoma	186,960	Dallas	88,880	Houston	42,550	S. Ant.	14,210					
Taxes	1.343.310	Dallas	433.580	Houston	337.660	S. Ant.	165,410					

The 1959 origin-destination traffic survey shows that Dallas ranks 12th in number of O & D passengers and also in total O & D passenger miles flown. Dallas accounted for 3.4% of the U.S. total O & D passengers during the year, and for 3.2% of the total O & D passenger miles. Since the Dallas Standard Metropolitan Area (Collin, Dallas, Denton and Ellis Counties) has only 0.6% of the total U.S. population, Dallas' 3.4% of the U.S. total passengers and 3.2% of the total passenger miles reflect the high use of scheduled air service made by metropolitan Dallas.

Of the 11 cities which generated more origin-destination air passengers than Dallas did, nine exchanged more passengers with Dallas than with any other city on the Southwest. The data were as follows:

Rank in O & D	Passengers	exchanged v	with Southwester	n cities
passengers	No.	1	No. 2	2
City	City	Number	City	Number
1 New York	Dallas	105,090	Houston	79,570
2 Chicago	Dallas	62,450	Houston	32,900
3 Los Angeles	Dallas	56,810	Houston	25,040
4 San Francisco	Dallas	26,150	S. Antonio	10,510
5 Washington, D.C.	Dallas	35,130	N. Orleans	23,480
6 Miami	N. Orleans	30,600	Houston	15,430
7 Boston	Dallas	10,270	N. Orleans	8,390
8 Detroit	Dallas	12,500	N. Orleans	8,560
9 Cleveland	Dallas	8,280	Houston	5,270
10 Philadelphia	Dallas	13,660	N. Orleans	10,610
11 Pittsburgh	Houston	7,320	N. Orleans	7,050

What will your Investment be worth In April 1962?



It depends on how well they are <u>managed</u> and the quality of the <u>information</u> behind each decision to buy or sell.

If YOU HAVE the time...the experience...and the training, you may do an excellent job of managing your own investments. But, if you are not satisfied with your own past performance, you may wish to consider turning the job over to a team of qualified professionals—who assume the responsibilities of supervising your portfolio—find the best ways to invest your money—the best time to buy and to sell—and keep your records.

Pictured above is a meeting of Shearson's Investment Policy Committee attended by the firm's Senior Partners and Investment Advisory Executives. Their job is to supervise and manage personally the investments of institutions and individuals whose portfolios are sizable enough (not less than \$100,000) to warrant continuous professional management at a moderate fee that is tax deductible.

In addition to their own extensive experience, Shearson's Investment Advisory Staff works closely with one of Wall Street's most dynamic Research Departments which traveled 500,000 miles this past year, gathering information for clients. The Advisory Department was established in 1935. Investments under its management amount to more than \$100,000,000.

Free Booklet Shows Results, Lists Fees



Shearson has published a new booklet, Professional Management of Your Investments, which gives full information on the firm's Investment Advisory Service, and

also shows the results of ten years' management of the firm's own model portfolio. To receive a copy of this booklet, please phone or write the Investment Advisory Department. There is no obligation.

SHEARSON, HAMMILL & CO.

"the firm that research built" . founded 1902

Fidelity Union Tower RIverside 1-4711
Dallas



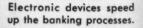
DALLAS FEDERAL RESERVE



Through huge Transit Department pass all checks.



Impressive entrance of the bank on Wood Street.





Akard Street lobby has been complete modernized.

A totally new look has been given the Federal Reserve Bank of Dallas by a \$7 million construction and remodeling job. In addition to a five-story addition to the existing building, with three stories underground where all securities, money and mail are handled, the offices already in use were completely remodeled along modern lines. Serving all of Texas and parts of Louisiana, Oklahoma, New Mexico and Arizona, the Dallas "Fed" is the nerve center of banking in the Great Southwest.

Guard posts are observed over closed-circuit television.



DALLAS . APRIL 1961

Security Is Built On Strength

For a young trusting child, a father's strength is the assurance of loving security.

For approximately 400,000 policyowners, the financial strength of Southwestern Life is the assurance of the future security of themselves and their loved ones.

Last year, assets of Southwestern Life reached \$503 million, further improving the position of the Company among the top three percent of the more than 1,400 life insurance companies in the nation.

Southwestern Life's legal policy reserves increased to more than \$425 million, and surplus funds for the additional protection of policyowners rose to \$54.7 million.



STATEMENT OF GONDITION DECEMBER 31,1960

as filed with the Insurance Departments of the States of Arizona, Arkansas, California, Colorado, Kansas, Louisiana, Missouri, New Mexico, Oklahoma and Texas.

A	S	S	EI	rs
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United States Government Bonds			\$ 41,381,815.49
County and Municipal Bonds			39,303,562.62
Public Utility and Corporation Bonds			71,628,043.66
First Mortgage Loans on Real Estate			228,529,591.00
Collateral Loans			9,805,347.04
Home Office Building			1,450,000.00
Other Real Estate			4,219,452.42
Ross Avenue Building Site			1,483,909.08
Preferred Stocks			10,240,442.35
Bank Stocks			10.231,861.80
Other Common Stocks			19,158,718.90
Cash			8,821,270.55
Loans Against Cash Values of Policies			36,764,875.17
Accrued Interest and Miscellaneous Assets			3,249,530.84
Net Premiums to Complete Policy Years .			17,269,662.13
TOTAL ACCEPT			\$500 500 000 OF

LIABILITIES

Policy Reserves			\$425,747,344.82
Premiums and Interest Paid in Advance			3,370,737.60
Reserves for Taxes and Other Liabilities			7,709,576.65
Mandatory Securities Valuation Reserve			11,941,778.45
Total Liabilities			\$448,769,437.52

SURPLUS FUNDS

For Protection of Policyowners

TOTA	LL	IABI	LIT	ES	AN	D 5	UR	PLU	SF	UN	DS		\$	503,538,083.05
Total	Ca	pital	ar	d S	our	olus	Fu	nds					\$	54,768,645.53
Surplus .														24,000,000.00
Capital St	ock													10,000,000.00
			_											20,768,645.53

*These are premiums either in process of collection or due to be paid during the current

For additional information about Southwestern Life's progress in 1960, write for a copy of the S8th Annual Report.



Dallas Estate Council Is Nationwide Model

The Dallas Estate Council was founded in 1946 and has enjoyed vigorous growth in its membership since its founding. Its membership roster includes over three ordinarily, are four or five in number in addition to the person whose property and family are in question. They are his legal adviser, his banking or investment the trust officer and the attorney in estate planning. The final meeting presented a panel of four specialists who appeared on previous programs. All five sessions had extensive question and answer periods.

The meetings stressed the importance of coordinating all phases of an estate—as expressed in the will, life insurance policies, business agreements, and other factors with an eye to reducing deflation resulting from debts, mortgages, taxes, liquidation losses, probate costs and other expenses.

The Dallas Estate Council has monthly meetings from October through May, alternating between evening and luncheon meetings. Each program presents as guest



hundred tax attorneys, certified public accountants, trust officers and life insurance underwriters specializing in this field.

The Council has two primary objectives. Its first aim is the development and extension of professional skills in the field of estate planning, with a view to advancing the science of planning a man's estate, whether large or small, during his lifetime so that it will be preserved for the benefit of his family. The second is to promote a better understanding of the functions of the four professional services related to estate planning and the encouragement of cordial relations and close cooperation between members of the Council.

Estate planning, in its modern sense, is a team job. The members of the team,

Officers of Dallas Estate Council are: left to right, Henry W. Du Bois, CLU, president; Ben Kerr, vice-president, trust officer, Mercantile National Bank; Wm. E. Collins, vice-president, attorney; Ray L. Pollock, certified public accountant, secretary; and M. K. Winborn, treasurer, trust officer of the Republic National Bank of Dallas.

adviser, his insurance adviser and his accounting adviser. Each must be familiar with the functions of the other members if the best results are to be achieved.

Early this month the Council began a series of public education meetings with a group of about 90 people at the Park Cities-North Dallas YMCA. These meetings offered a group of five programs on the subject: "Your Estate—What can you do to keep it?"

The sessions covered in turn the function of the accoutant, the life underwriter, speaker a nationally recognized authority in some phase of estate planning.

During the fifteen years of its existence, the success of this Council has become well known throughout the United States because of the excellence of programs and its speakers. In addition to the growth of its own membership, the Dallas Council has been instrumental in starting numerous other estate councils in other cities and states, and cooperation among the attorneys, accountants, life underwriters and trust officers is at an all-time high.

WFAA Opens New Communications Center

Elaborate ceremonies this month marked the opening of the new \$3.5 million "Communications Center" of WFAA television and AM-FM radio. Some 1,000 broadcasting, advertising and business executives from throughout Texas and over the nation participated in the dedication.

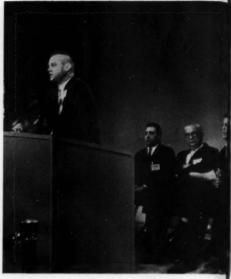
Located next to the Dallas Morning News, which owns the station, on Young Street, the handsome, modern building houses one of the finest collections of radio and television broadcast and recording equipment in the world.

"We believe WFAA's new 'Communications Center' is serving the Southwest with the most modern broadcasting and recording facilities throughout the nation," General Manager Mike Shapiro stated at the opening ceremonies.

WFAA's new center, with approximately 68,000 sq. ft. in floor space, comprises broadcasting equipment valued at 1.5 million dollars.

In addition to the combination radiotelevision News Center with complete wire services and world-wide newsreel, WFAA has five fully-equipped mobile units and a 40 ft. mobile Video Tape Cruiser for on-the-spot news coverage.

It also houses the first complete stereo installation in the entire Southwest. "This



Ollie Treyz, president of ABC-TV, addressed visitors during dedication ceremonies of WFAA Communications Center. Seated are Julius Barnathan, vicepresident in charge of affiliated stations for ABC-TV, E. M. (Ted) Dealey, publisher of The Dallas Morning News and chairman of the board of the Belo Corporation, parent company of WFAA; and Mike Shapiro, WFAA general manager.

WFAA's new Communications Center combines both radio and TV facilities.





WFAA's Communications Center houses the first complete installation for stereo recording and disc-cutting throughout the entire Southwest. Facilities include a "floating stage."



An 11-man crew operates WFAA-TV's mobile cruiser, appropriately dubbed "a television station on wheels." The unit covers Texas for complete on-the-spot news coverage.

means WFAA is able to record, tape and cut stereo discs under one roof—a service-first in the Southwest," Mr. Shapiro added.

Recording facilities include a "floating" recording sound stage completely isolated from the remainder of the building by felt padding. The studio floats in mid-air with this padding, thus eliminating any possible vibrations from by-passing trucks and trains.

Actual disc-cutting will be done by imported German Neumann Recording Lathes. Microgroove and stereo records are produced in four speeds.

WFAA-TV's collection of nine 4½-inch Marconi Mark IV Image Orthicon Cameras comprises the largest collection under one roof. "These cameras mean a clearer and sharper picture," Mr. Shapiro continued. In addition, "We also have color telecasting equipment exclusively for local programming."

"WFAA-TV features three studios over-

The wavy walls in this WFAA studio break up sound waves, eliminating echoes which have plagued the broadcasting industry for years. The walls were designed by Dr. C. P. Boner.

A complete weather bureau is also included in the new home of Station WFAA. Called "the most complete weather facility of any public media in the country" by George Utley, radio manager, the weather station has the same facilities as Dallas' U. S. Weather Bureau at Love Field. A key feature of the communications service of the weather bureau at WFAA will be a facsimile map service. A high-speed machine will receive weather maps direct from the U. S. Weather Bureau Analysis center in Washington.

WFAA's radio and recording studios have been described as resembling "a room full of barrels." The wavy walls represent a new theory in sound perfected by Dr. C. P. Boner of the University of Texas. Used for the first time in 1941 with the then-new WFAA Station on Jackson Street, the walls, resembling gigantic logs lined side by side, are a unique device to break up sound waves by using irregular surfaces, thus eliminating echoes or "duds" which had plagued the broadcasting industry. They were so successful that WFAA again called on Dr. Boner to help design this new 1961 studio.



looked by separated video and control rooms. The equipment is completely interchangeable, allowing directors in the control rooms to supervise programs in any of the three studios. Also all studios may be used simultaneously," he said.

"In the recording future WFAA is looking to the day when 'Communications Center' will be the headquarters for the production of master recordings for top musicians and artists throughout the country," said Mr. Shapiro.

WFAA engineers work in custom-built studios, surrounded by equipment which is capable of producing many effects.





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CITY HALL REPORT:

Editor's Note: This is the ninth in a series of articles outlining the activities of citizens who work on municipal committees and boards to make Dallas a desirable and dynamic city in which to live and do business.

City-County Civil Defense and Disaster Commission

Executive Committee

John W. Mayo, Chairman

R. L. Thornton Lew Sterrett Elgin E. Crull Laurence R. Melton Dr. Ozro T. Woods Frank F. Bell J. Kirby McDonough Walter L. Fleming

Survival in this age of thermonuclear weapons and Fourth Dimensional Warfare is a starkly personal responsibility.

Ability of the citizens of Dallas to survive an H-Bomb attack and resist enemy take-over increases directly as effective efforts are devoted to advance education planning and preparation.

To provide the necessary leadership in this field, the Dallas City Council established the City-County Civil Defense and Disaster Commission through City Ordinance June 8, 1953, which was approved by the Dallas County Commissioners' Court. The ordinance provides for a commission of not less than thirty nor more than seventy members and an Executive Committee of nine members, two of whom shall be the Mayor and the County Judge. All of the foregoing are appointed by the Mayor and Dallas City Council and serve without pay.

To perform the myriad tasks of preparation for survival under disaster conditions, either natural or man-made, more than twenty Essential Services were created.

Although the duties of the Commission are primarily planning, coordinating and educational, the volunteer Essential Services are the operational adjuncts to the city departments in time of disaster. Each of the City's operational departments has a Civil Defense Service headed by a Chief or a Director; corresponding volunteer Essential Services are headed by Chairmen, each of whom has been selected for his extensive experience and ability. He in turn appoints the members who are available on call to function in their prearranged plan.

An excellent example of Civil Defense in action during peacetime is the emergency work performed during the tornado of April 2, 1957. At this time, all operational departments of the City and the appropriate Essential Service Sections went into action in their Civil Defense roles, re-routing traffic, rescuing the injured, and dispatching patients to hospitals. At the same time welfare organizations such as the American Red Cross and Salvation Army provided emergency relief in complete harmony with and under the plan of the City's Civil Defense operations.

A most significant step in the development of Dallas Civil Defense was the nine-month project of writing the Operational Survival Plan. When completed, in late 1958, the Operational Survival Plan, detailed in a publication of 600 pages, provided a basic guide to all Essential Services for their guidance in both the peacetime training functions and the wartime (or natural disaster) operational functions.

As a part of this plan it became necessary to provide a rapid means of warning the population of Dallas of impending attack. After extensive testing of a various warning devices, it was decided to install thirty-eight sirens, one at each of the City fire stations. This permitted positive control, through manual starting of the electrically-operated sirens, since the fire stations are manned on a twenty-four-hour a day basis.

Notice of the attack warning reaches the Dallas police dispatcher from the key warning point, Texas Department of Public Safety, 11626 East Northwest Highway. This warning is relayed to the Central Fire Station, from which the dispatcher can alert all fire stations and communication media simultaneously. An emergency call system has been designed to supplement the general warning in which a few key Civil Defense personnel alert all Essential Services.

When the only way an atomic bomb could be dropped on our county was from an airplane, we might have had sufficient warning time to evacuate our city. With the perfection of intercontinental missiles and missiles launched from submarines, our warning time may be cut to zero. Therefore, the Mayor contemplates he will give no "order" for everyone to evacuate the City.

Certain "essential citizens" will have to remain to conduct the business of law enforcement, rescue, medical attention, public utilities and like services. Other citizens, including many women and children can make their plans to leave the City should information over Conelrad indicate the probability of an attack.

Routes out of the City are marked on the map in the booklet "Essentials of Survival," published by the Commission. Select the nearest route from your home and use it should you decide to leave. All traffic will be one way out of the City; turn off utilities and take your emergency kit.

Each family should decide NOW what they plan to do should a warning be sounded. They may not have time to assemble and talk it over when the sirens blow.

To carry out the basic plan each Director, Chairman, or Chief of the Essential Services has prepared a detailed plan of operation for his particular service.

Each of the highly specialized Essential Services is staffed with specially selected volunteers who, in most instances, are regularly employed in commercial enterprises requiring the corresponding type of knowledge and talents. The Chairmen of these services, or their designated assistants, will take station in the Civil Defense Operations Control Center to be built in Fair Park during 1961. The Operations Control Center, paid for jointly by Dallas County and the Federal Government, will be an underground structure located immediately adjacent to the Health and Science Museum.

The mission of the Engineering Service is to provide maintenance of evacuation routes and emergency water decontamination facilities.

The Communications Service maintains

Defense operations.

The Transportation Service, headed by Leon Tate and Henry E. English, directs transportation during a disaster period.

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A total of fourteen counties surrounding Dallas are members of the Fire Fighting and Rescue Service which perform emergency rescue operations.

Necessary utilities are repaired and maintained by the Public Utilities Service headed by C. A. Tatum and L. T. Potter.

The Supplies Service is charged with procuring and issuing the supplies and equipment necessary for the survival of the people in Dallas in time of disaster.

The Law Enforcement Service is manned by the Dallas Police Department and the Dallas County Sheriff's office.

Col. John A. Crichton and Cecil L. Woodgate head up the Intelligence Service. This agency collects and evaluates intelligence information, maintains a speakers bureau for education, and conducts security surveys of critical installations in the City.

The Public Information Service, George J. Watts, Chairman, is charged with keeping the public informed of all information pertinent to survival under disaster conditions.

The Civil Air Patrol assists by flying search missions and assists with communi-

The mission of the Welfare Service is to provide the necessities of life to resident population and evacuees. The Chairman is Col .Russell Smith.

The education of the general population in radiological defense and training of key personnel in radiological, biological and chemical defense operations is the mission of the Special Weapons Service headed by T. R. Shugart.

Dr. Ben A. Merrick is Chairman of the Health Service which provides a plan of medical care and work in environmental sanitation.

The Federal and State Assistance Service consists of selected persons who represent Federal or State organizations with offices in Dallas. Mr. James H. Bond is the Chairman.

Estimating requirements for funds during an emergency and developing procedures for receipt and security of such funds is the responsibility of the Fiscal Service.

The Manpower Service determines personnel availability and classifies them for employment in post-attack rehabliitation activities.

The Legal Service advises the Mayor and County Judge on legal matters involv-

the necessary communications for all Civil ing function of government under disaster

The Mortuary Service, headed by Louis N. Sparkman, works in cooperation with the Welfare Section to provide for disposition of victims and storage of personal

Rev. Kenneth Hay is Chairman of Religious Affairs. This performs religious services and plans and coordinates ministering to victims.

A very important part of the Civil Defense mission is in the category of education and training.

The Superintendent of Dallas Public Schools, Dr. W. T. White, has this responsibility. He has appointed Don Matthews of his staff to be actively in charge.

Instructors are public school teachers and specially qualified persons in subjects of first aid, radiation, special weapons, communications, and security against Communist enemy action in this country.

The Home Emergency Corps, Mrs. Mart Reeves, Chairman, working through civic and church groups and in particular the efficient Parent-Teacher Associations, is responsible for forming training classes. This is a continuing month by month operation that is very important.

Know Your Enemy

A Committee of Congress has stated that Communism uses limited warfare, with the threat of total world-wide nuclear war, while actually taking over control of a country by infiltration and subversion. Recent history proves this statement to be true. Today one billion people throughout the world are now under the control of Communists.

It will avail us nothing to spend billions on military defense and millions on survival plans if we leave the way open for infiltration and subversion by failing to guard our citizens against the internal

The subject of Communism is included in the Federal, State, and Dallas educa-

A staff of Military and Naval Intelligence Officers, from F.B.I. Agents and others properly qualified, is made available for instruction to any civic or professional group who makes a request.

Dallas Civil Defense is an agency of City and County Government and responsible solely to Dallas governmental agencies; but is in constant contact and cooperates with both State and Federal Civil Defense for the best interests of the citizens of Dallas.



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Membership Committee Sets "One-Day" Drive

For March the Dallas Chamber's Membership Committee sponsored a total of 188 memberships as compared to 209 for the same month in 1960. Total number of memberships sponsored in 1961 as of March 31st was 442 as compared to 471 for the same three months in 1960.

Organization of the permanent committee was completed during March with a total of 155 active committeemen.

The highlight of the Committee's operation during the month was the presentation of Life Membership #42 in the history of the Dallas Chamber to E. Stanford Parr, Associate Vice Chairman, for sponsoring over 100 memberships in twelve consecutive months. This presentation was made by Chamber President Avery Mays on behalf of the Board of Directors.

The plan of operation for the traditional, annual "One Day" Drive was put into effect on March 20th. As of April 1st 200 Chamber members had been recruited to assist the permanent committee on the "One Day" Drive during the month of April. This Membership campaign derives its title of "One Day" from the fact that each temporary worker agrees to work a minimum of eight hours during April to invite prospects to join with the majority of our reputable business firms and professional men in the support of the Dallas Chamber.

The "kick-off" luncheon for the 350



Mike Shapiro, General Manager, WFAA TV proudly describes the new "Communications Center" facilities of the Dallas Morning News, which was officially opened early in April. On bringing this program to the Membership Committee luncheon on March 15th, Mr. Shapiro was accompanied by associates from WFAA Radio-TV. (Left to right), Karl Lambertz, Director of Public Service; Chairman Bob Cullum of the Membership Committee; Ben Decherd, Jr., Vice President, WFAA, and Secretary of the Belo Corporation; Dick Drummy, Assistant Manager; George Utley, Manager; and Joe Dealey, President of the Belo Corporation.

workers was held in the Terrace Room, Baker Hotel, Thursday, April 13th. Membership Chairman Bob Cullum announced that the 1961 goal for the "One Day" Membership Drive (month of April) had been set at 500 by the Executive Council of the Committee.

The Board of Directors of the Dallas Chamber of Commerce takes great pleasure in thanking the following veteran members, who this month added to their investments in Greater Dallas by substantially increasing their annual Chamber of Commerce dues:

Irby-Mayes, Inc., 1701 Commerce, Mr. C. E. Mayes, Mr. Collins P. Irby, (Asher Dreyfus, Jr.).

Marty's Liquor Store, 3305 Oak Lawn, Mr. Jack Shapiro, (Herbert H. Lee).

Hunter Michaels Company, 5602 Dyer,



A group of the Membership Committeemen receiving colored lithograph skylines of Dallas for meritorious work. The donor of these prizes was (right) Mr. W. E. Jarvis, owner of the Jarvis Press. Left to right, 1st row) Vice Chairman David D. Locker, Charles Ingram, and Charles Cricks. (Left to right, 2nd row) Herbert Lee, Stan Parr, Chamber President Avery Mays, Wm. C. Simpson, Jack Gidcumb, Bob Greenwald, Vice Chairman James L. Cauthen, and Cliff Moss.



Head Table guests and sponsors of Top Hand recipients at the March 15th Committee luncheon were: (left to right), W. C. "Bill" Windsor, President, Windsor Properties; DeWitt Ray, Senior Vice Preisdent, Republic National Bank; Ben Critz, Vice President and General Manager, Dallas Chamber of Commerce; Guy Hirsch, Vice President, Linz Jewelist; Robert Ross, Vice President, Neiman-Marcus; and District Clerk Bill Shaw, Associate Chairman of the Membership Committee.



Veteran Membership Comitteeman Fred Garland, Garland's Trophies, welcomed a group of the new Chamber members attending the March 15 luncheon. They are: (left to right), Amos Donica, Manager Lewisville Chamber of Commerce; Luke Humphreys, Vice President, General Colorcraft, Inc.; Ed Lintz, President, General Colorcraft, Inc.; T. J. Turner, Boyhaven Summer Camp; Wm. D. Fitzpatrick, Loyal Order of Moose, Mooseheart, Illinois.



Dallas Chamber's forty-second Life Member, E. Stan Parr of the Wm. J. Burns Detective Agency, accompanied by Mrs. Parr receives Life Member card No. 42 in the history of the Chamber from Chamber President Avery Mays at the March 15th luncheon, specifically honoring Mr. and Mrs. Parr.



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Murray Investment Company, 1315 Pacific, W. O. Murray, (W. C. Conklin).

The Reynolds & Reynolds Company, 8319 Chancellor Row, Mr. Robert P. Neubrand, George Shafer, (Asher Dreyfus, Jr.).

Shearson, Hammill & Company, Fidelity Union Tower Bldg., Mr. Jack Vaughn, (Ken Lowe).

Southwest Savings, Fidelity Union Tower Bldg., Mr. Allan Lundahl, (V. P. Chandler).

New members of the Dallas Chamber of Commerce include the following firms:

Retail

Andy's Liquor, 2111 West Northwest Highway; Paul Knott (Herbert Lee)

Greg Brooks U. S. Royal Tire Service, 601 North Harwood; Greg Brooks (Hubert Owens)

Consignment Center of Dallas, 2819 North Henderson; John S. Dorsa (Staff)

The 4023 Shops, Inc., 4023 Cedar Springs Rd.; Philip L. Hollaway (Richard C. Ingram and David D. Locker)

Trophy Center, 2126 Bryan St.; Worth H. Parker (D. G. "Doc" Liggett)

Dallas Paint & Supply Co., 608 North Haskell; Harvey LaRue (Floyd Martin)

The Kalman Company, 713 South Ervay St.; Leo Kalman (Charles Ingram) Wolverine Art Shops, P. O. Box 6001 — Asheville, North Carolina; V. Pursifull

(Richard C. Ingram)

Service

Associated Steel Company, 310 North Rosemont; L. Pearson (Clif Moss)

Bette Hoffman School, Inc., 10909 Midway Rd.; Bette Hoffman (Dale Reynolds)

Greater Dallas-Ft. Worth Bowling Proprietors Assn., Inc., 607 E. Abram; Arlington, Texas (Staff)

Lewisville Chamber of Commerce,



Membership-

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Committeeman Of-The-Month



Fred Garland was born in Denver, Colorado, and graduated from Western College in Denver in 1940. That same year he moved to Terrell where he was in business for ten years, and in 1950 he decided to open his business in Dallas.

Fred is the recipient of the "Meritorious Service Award" in war effort, and received the "Certificate of Service" from the U. S. Army Air Force, Third Fighter Command.

He is a Past President of the Jaycees and Lion's Club in Terrell.

Fred is the President of Garland's Trophies and Incentives Company, and he and his wife, Irene, live at 5437 Druid Lane. He has four children, Richard, 12; Randy, 13; John, 14; and Kathy, 16. His hobbies include flying, in which he has a private license, and boating.

This is Fred's fourth year of service on the Chamber's Membership Committee and he achieved "Committeeman of the Month" by sponsoring twenty memberships.

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HERBERT H. LEE Phil Schepps Distributors 1st Award





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Jeff Magee Gulf Servcie, 10002 Marsh Lane (Bill Craig and Gus Bowman)

Security Service, 918 Martinique (Richard C. Ingram)

Holt Automotive, 6511 Maple Ave.; Harold Holt (W. D. Janes)

Lomo Alto Beauty Salon, 4132 Lomo Alto Drive; Mrs. R. R. Taylor (Col. Frank Holmes)

Smith Company, 523 South Ervay; J. Oak Smith (E. S. Parr)

Aeby Humble Service Station, 5701 W. Lovers Lane; James Aeby (Clif Moss)

Arts & Fashion Program Service, 1239 North Selva Drive; Mrs. Bobbi Tunstall (Richard C. Ingram)

Individual

W. R. "Bill" Conklin, 2505 Turtle Creek (W. R. Conklin)

Daniel Gevinson, 2430 Pennsylvania Ave., N. W. Washington, D. C. (Godfrey Collins)

Royce E. Tillery, 3006 Cherrywood (James C. Cauthen)

J. C. Benner, P. O. Box 5907 (John J. Hospers)

Elmer Wheeler, P. O. Box 7081 (Richard C. Ingram)

Professional

Consumer Communications Co. of Dallas, 318 North Pearl; David D. Cahn (Fred Garland)

Evans, Young, Wyatt, Inc., Advertising, 3511 Hall; E. Y. Wyatt (Bob Greenwald)

Jack Gray Johnson, Carrington, Johnson & Stephens, 1700 Merc. Bank Bldg. (Dan McElroy)

Ben Lawrence, M. D., 6604 Snider Plaza (Richard Perdue)

Marbo Productions, Inc., 2607 Routh, Marcia G. Thompson (Jim Crawford)

Monty Montgomery, Monty Montgomery Displays, Route 1, Box 780; Monty Montgomery (Bruce Hedrick)

A. J. Piranio, Atty., 834 Gibralter Life Bldg. (Fred Garland)

Marvin S. Sloman, Carrington, Johnson & Stephens, 1700 Merc. Bank Bldg. (Dan McElroy)

Charles F. Terry, 2527 McKinney (Harvey Bradshaw)

Walker, Shoptaw & Finley, 1300 Exchange Bank Bldg.; James H. Walker, Lee Shoptaw and George Finley (Gus Bowman and Bill Craig)

Associated Consultants, 629 Braniff Bldg.; J. S. Miguel (James W. Layne)

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Hamps Coin & Stamp Company, 1614 Cedar Springs; R. L. Hampton (Dale Reynolds)

William G. Stehr & Associates, 1746 Proctor St.; Wm. G. Stehr (Col. Frank Holmes)

The Southern Company, 3303 Commerce; J. Paul Smyers (Paul White)

Southwest Envelope Company, 6234 Peeler (Gus Bowman and Bill Craig)

R. J. Gallagher Company, 115 Payne St.; R. J. Gallagher (Clif Moss)

Jeunesse Cosmetics, Inc., 5600 E. Mockingbird; C. M. Matthews (C. B. Ingram)

James B. Beam Distilling Co., 6503 Bandera; Karl Katz (Herbert Lee)

Big 'D' Auto Auction, 1349 North Zangs; Gayle Satterfield (Gus Bowman and Bill Craig)

C & C Manufacturers & Distributors, Inc., 310 North Austin, C. Q. Smith and Luther Fambro (W. C. Simpson)

Electronic Specialties Co., 914 Commerce West; G. T. Mills (James Cauthen)

U-Test-M Tube Service Co., Inc., 2651 Branner; Murray Chud (Bob Greenwald)

Financial

Hall, West & Company, 1012 Life Bldg.; Robert A. Hall, James T. West and A. E. Erickson (David D. Locker)

L-Wood Company, Inc., 3511 North Hall, Suite 111; W. W. Litchfield (Jack Gidcumb)

Insurance

Dawson Insurance Agency, 1341 National Bldg.; W. S. Dawson (Jack Mynett)
William C. Ross, Murray Insurance
Agency, 1315 Pacific (Roger Blackmar)
Bothe Insurance Agency, 912 Natl.
Bankers Life Bldg.; Jim Bothe (Jack Cur-

Industrial Indemnity Co., 400 North St. Paul; Charles L. Ennis (Roger Harris)

Employment Agency

Household Employment Agency, 901½ Elm St.; Myrtle Lerro (Dale Reynolds)

A & B Employment Service, 13018 Holbrook; Louise Allen (Jack Mynett)

Hotels, Motels and Restaurants

Leon Parker's Barbecue, 2212 Ross Avenue; Leon Parker (Fred Garland) The Lido Hotel & Cabanas, P. O. Box 11825; G. F. Vangus (Richard C. Ingram)

Tampico Motel, 7245 Westlake; J. A. Bozeman (W. C. Simpson)

Real Estate

Voris C. Young, 4320 Livingston (Tom Finney)

W. Harold Collum, 1305 Hartford Bldg. (James Cauthen)

Watel Bldg. Co., Ltd., 13515 Spruce-wood; Louis E. Watel (Chas. Barrett)

Supreme Homes, P. O. Box 13447; Fred W. Thompson and David D. Locker (David D. Locker)

Manufacturing

Francis Smith Company, 5514 Gregg; Francis Smith (E. S. Parr)

The Texas Bowler, P. O. Box 6641; Bill Gay (Fred Garland)

Wonder-Vac Company, 4520 North Central Exp., King Tolles, Jr., (W. C. Simpson)

General Colorcraft Co., 1312 Pace; Ed Lintz (Fred Garland)

Amusements

Doubletree Dude Ranch, Rt. #2, Lewisville, Texas; Lewis Duval and Robert Duval (W. C. Simpson)



"As a home economist, I always feel my best when I look my best." — Mrs. Julie Smith

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By Larry Grove



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Thirty-one years with the same organization, with the same man as a boss, may not strike every secretary as the formula for a full, rich life.

Lucille Quick will tell you it has been a rare privilege.

Since 1930, the outstanding Miss Quick has been the secretarial "good right arm" of Austin F. Allen, now Chairman of the Board of Employers Casualty Company and Texas Employers' Insurance Association. The organization now comprises actually four companies. In addition to ECCO and TEIA; two subsidiaries, the Employers National Insurance Company, and the Employers National Life Insurance Company, recently organized.

Understandably, Miss Quick enjoys basking in her boss' considerable success in the insurance business and as a civic leader. She recalled, on a recent day in the spacious eleventh floor executive offices of the Employers Insurance Building on South Akard, the first time she met the man who was to be her boss and ideal for the next 31 years:

"I'll never forget when I walked into Mr. Allen's office I could hardly see him for the files stacked on his desk. He said he was that far behind on his dictation and all that had accumulated since his last secretary left. He warned me that as vice-president and sales manager he wrote lots of letters and sometimes long ones.

"He wasn't kidding."

Offices were then in the Interburban Building, and as part of her secretarial duties, she helped with sending out salary checks to employees in a dozen branch offices. This phase of ECCO-TEIA operations now requires a full department and the number of employees has grown from approximately 300 to 1300.

Her responsibilities have grown with the companies. With each new job her boss took on — and he has been a leader in Rotary and Boy Scout work, too — she has faced up to some opportunities, too. When Mr. Allen was named chairman of the host club convention committee for some 15,000 Rotarians at their Rotary International Convention in Dallas a few years ago, Miss Quick took on the extra secretarial work of serving as secretary to the Rotary Ladies Division.

She was asked to rate her boss from her secretarial viewpoint. And she came up with this: "A dynamic personality—forceful yet understanding. Many times he has come to my rescue, as well as others in our organization, with his sound counsel and advice."

In those early days with the companies, she remembers a happy-go-lucky girl who worked in the engineering department and played on the girl's basketball team that was the toast of the city at that time: one Babe Didrikson, star of the Golden Cyclones and later the greatest woman athlete America has known.

Miss Quick prizes her diamond-studded wristwatch that was given to her by her companies after her first 25 years. She feels a pride that she was one of the first five to be initiated into the Teecco Quarter Century Club by its charter members after its organization in 1954.

She can claim another distinction: she was a member of Sunset High School's first June graduating class before she took up her business career. At home, not so far from that school in Oak Cliff, she enjoys designing her own hats — her favorite being one fashioned from pheasant feathers supplied by a friend. And she enjoys bowling, or a turn at fishing, either on a lake or deep sea.

Unruffled by a busy weekday schedule, she finds time to teach a Sunday School Class of senior girls and sings in the choir at the Galilean Baptist Church, where she and her mother are charter members.

It seems only fair to get an analysis of Miss Quick from her longtime boss, Austin F. Allen, who occupies the board chairman's office:

"Very helpful to me," said he, "One of her stronger points is the way she meets people who come to see me. She is always considerate and has a very pleasing personality."

"After all," he considered, "If she wasn't the best, I'd never have kept her, would I?"

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Highlights from Great American Reserve's 26th Annual Report Show Steady Gains During Past Decade

	1951	1955	1960
Life Insurance in Force	\$62,688,986	\$125,078,737	\$272,943,348
Health Insurance Premium Income	\$ 2,936,114	\$ 3,369,909	\$ 5,401,503
Policy Benefits Paid	\$ 2,035,919	\$ 2,252,924	\$ 4,948,431
Total Assets	\$ 4,585,325	\$ 10,264,934	\$ 21,871,462



Charles D. Scott, President Travis T. Wallace, Chairman of the Board

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CLUBS and ASSOCIATIONS



COLE

Athletic and Country Clubs Name Cole. C. Glenn Cole, vice-president and cashier of the Mercantile National Bank, has been elected president of the Dallas Athletic Club and Country Club. A native Texan, Mr. Cole attended Texas University and Southern Methodist University before joining Mercantile National Bank in 1925.

Other club officers elected include John B. Dunlap, first vice-president; L. B. Strayhorn, second vice-president; Sam B. Dickinson, secretary, and Michaux Nash, treasurer.

Lawler Elected by Life Group. Robert Lawler has been named executive secretary of the Dallas Association of Life Underwriters, an association of more than 600 life insurance underwriters with a history dating back over 50 years.

Mr. Lawler, a long-time Dallas resident, attended North Texas State College and was formerly director of public relations for Taylor Publishing Company.

Eden Named President by Airlines Clearing House. Loyd Eden, assistant treasurer of Braniff International Airways, has been elected president of the Airlines Clearing House.

Mr. Eden helped organize the Airlines Clearing House and has served as a member of the board of directors every year since it was organized in 1940.

The clearing house has 37 airline members with clearances approximating \$75,000,000 per month consisting of passenger revenue, Universal Air Travel Card settlements, air freight accounts and transactions domestic carriers may have with carriers of the International Air Transport Association.

Clubs and Associations-



GUISE

Guise to Head United Fund. J. J. Guise, Jr. has been selected as executive director of the recently-formed Dallas County United Fund.

Mr. Guise served as campaign director of the United Fund of Houston last year, when \$5,708,109 was raised in the drive to support 65 health, welfare and recreation organizations. He has been active in state and national fund campaign work and helped establish the Texas United Fund.

Storey Elected by U. N. Group. Robert G. Storey, Jr., Dallas attorney, has been elected president of the Dallas United Nations Association.

Other officers are: vice presidents, Mrs. Howard Grimes, Mrs. Taylor Robinson, Mrs. Ray Johnson, Jack Goren; secretary, Mrs. Dorothy Holbrook; and treasurer, Norman Freeman.

Board of directors elected to serve for a three year term ending in 1964 are: Merwin Bohan, the Rev. Baxton Bryant, Richard DeRoussy DeSales, Lawrence P. Hochberg, Philip D. Hoffman, Mrs. John E. Kilgore, Raymond Nasher, and Miss Edna Rowe.

A. B. Nixon and Herbert Wincorn will serve as directors until 1963 and Dr. Willis Tate, president of Southern Methodist University, will complete his term as a director in 1962.

Trinity Association Appoints Saunders. J. E. Saunders had been named to coordinate public information activities of the Trinity Improvement Association. Mr. Saunders has had wide experience in newspaper, radio, television and industrial promotion fields in Dallas, Houston, St. Louis and New Orleans.



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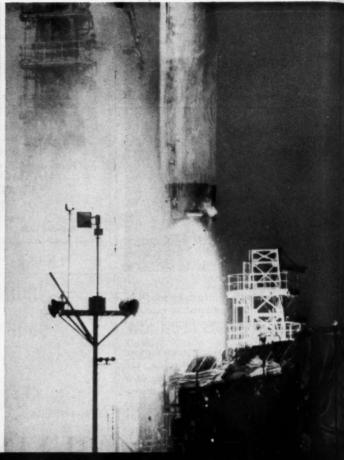
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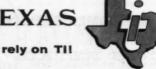
more current, are less sensitive to temperature change, and require fewer units per system because of greater amplification and ability to operate at higher power. They are thus ideal for both ground-based and airborne com-puters and telemetry. Yet, with all these features, these TI transistors are competitive in cost with the types they supersede!

TI is first to mass-produce the epitaxial transistor because of: unparalleled semiconductor technical depth and experience, the industry's most extensive mechaniza-tion facilities, and complete "in-house" control of the entire production process—from basic materials to finished products.

For more about the interrelated technologies that produced this latest TI advance, write to Central Staff Merchandising at the address below for your copy of "The Business of Texas Instruments."



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OFFICES IN 80 PRINCIPAL CITIES OF THE WORLD

Dallas Businessmen Honor Captain Crowder

Retired Naval Reserve Captain James P. Crowder was named "Mr. Navy" at a recent luncheon in the Baker Hotel. Captain R. M. Harper, USN, presented the plaque to the veteran naval officer on behalf of local military affairs committees and civic organizations.

The luncheon was sponsored by the Military Order of World Wars, The Dallas Council of the Navy League and the Military Affairs Committee of the Dallas Chamber of Commerce.

The plaque was a miniature map of Texas on which was affixed the naval officer's insignia and a metal plate on which were engraved words of appreciation of Captain Crowder's long years of faithful devotion to his military and civilian duties.

Captain Crowder joined the Navy on May 9, 1918, as a Landsman—the present-day equivalent is Seaman Apprentice. Before being commissioned a Lieutenant in November 1933, he held the rate of Electrician Second Class.

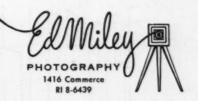
During World War I, he served on the USS K-2, a submarine. Captain Crowder was called to active duty in September, 1941, and served for 14 months as the Naval Liaison Officer on the Staff of the Director of Selective Service of Texas. He attended the Naval War College and later served on the Staff of Admiral Daniel E. Barbey with the Seventh Fleet Amphibious Forces in the Pacific. Shortly after

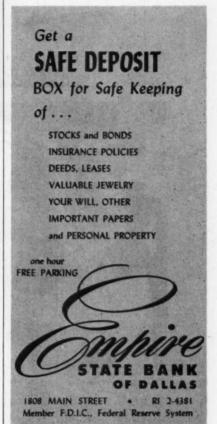


Captain R. M. Harper, USN, Commanding Officer, Naval Air Station in Dallas (left) presented the Texas-shaped plaque, engraved with a facsimile of a naval officer's insignia, to Captain J. P. Crowder, at the honoring of him. Captain Crowder is now National Vice President of the Navy League of the United States.

taking part in the landings in the Phillipines at Leyete, he returned to the United States on rotation. At the War's end, he was Regional Field Officer with Selective Service with his office in Dallas.

After being released to inactive duty at the end of World War II, he intensified his activities in Navy League Affairs. He has served as President of the Dallas Council of the Navy League, President of the Eighth Region of the Navy League and is currently National Vice President and member of the Executive Committee of the Navy League of the United States.







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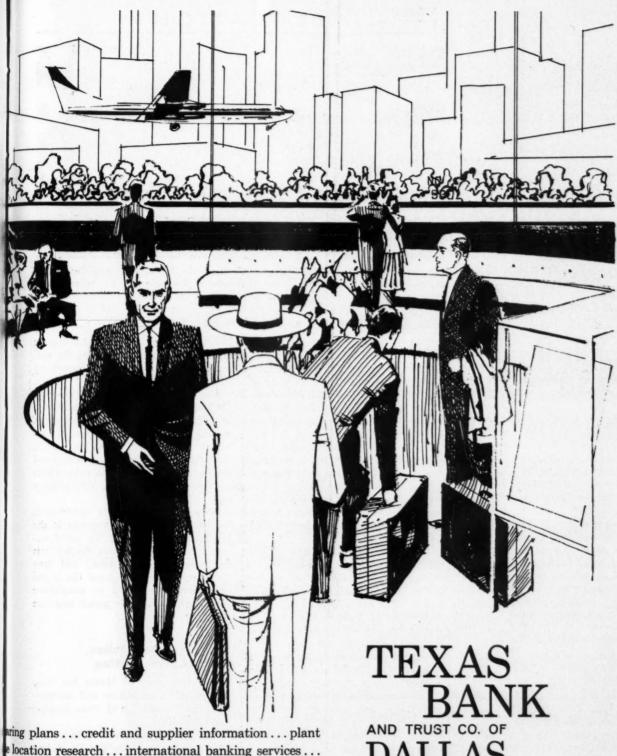
DALLAS, in the past decade, has made its breakthrough to the status of a truly international city. Located at the crossroads of North and South America—ideally situated for serving most markets in the United States and Latin America—its business community is only a few jet aircraft meals away from customers all over the world. Dallas businessmen and tourists are familiar sights from Bangkok to Brussels. The culture and ideas of once remote lands have become daily fare. And with the recent inaugural non-stop jet flights between Mexico and Dallas, we again see dramatic new evidence of a growing international gateway city.

The city wears this cosmopolitan garment well. Dallas has faced squarely the financial challenge of becoming an international city by establishing itself as the financial hub of the Southwest. For more than 30 years Texas Bank has demonstrated financial leadership in Dallas by helping hundreds of companies in the Dallas area to grow with the unlimited opportunities. With employee pension and profit



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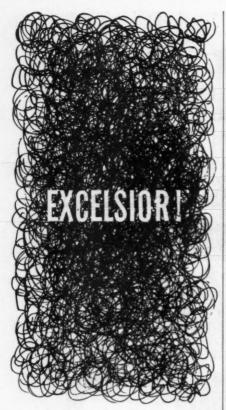


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This sketch of the Music Building, first phase of the S.M.U. Fine Arts Center, by architect George L. Dahl, was shown at the kickoff luncheon of a \$1 million public fund drive for the Center. The complete project will cost a minimum of \$4.5 million.

Drive begins for SMU Fine Arts Center

Spearheaded by co-chairmen Eugene McElvaney and Stanley Marcus, the Southern Methodist University Fine Arts Project has set a goal of providing a minimum of four and one-half million dollars worth of new facilities, refurbishment, endowment and more significant arts programs on the Hilltop.

A task force of 130 prominent Dallas civic and cultural leaders is currently conducting a one-million dollar campaign in the city that will supplement the more than one-and-one-half million dollars already contributed to the project in large gifts from benefactors in Dallas, Oklahoma and Louisiana.

The Fine Arts Project calls for the construction of a beautiful five-building fine arts quadrangle on Bishop Boulevard on the campus. The quadrangle will include a concert hall convertible to drama, a music building, an art building and art exhibition halls, and a building to house speech arts, including facilities for radio and television instruction. Facilities for dance will also be included in the new center, which is being designed after long inspection of the most outstanding of such arts centers at colleges and universities over the nation.

When completed, the SMU Fine Arts Center should be the equal of any in the country, according to SMU officials. Exciting new approaches to the creative arts will be employed, and the curriculum and faculty will be expanded in the new center.

The total project has also as an integral part the complete renovation and modernization of McFarlin Memorial Auditorium, which is presently going forward and will result next year in this historic Dallas cultural center becoming the permanent home of the Dallas Symphony Orchestra.

The Fine Arts Project at Southern Methodist University is being undertaken in order to raise the arts on the campus to their legitimate role in the overall education of SMU students and to provide for them the vitally necessary creative and artistic outlets that contribute to the whole individual in a free society, SMU officials said.

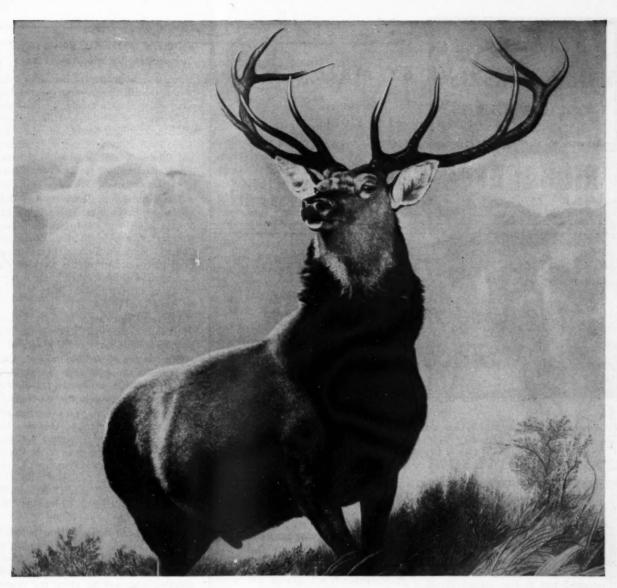
As the university moves also towards vigorous and advanced programs in the humanities, science, and the social sciences, it is imperative that the fine arts be present on the campus, and thus strengthen the entire cultural life of the community at large, in an atmosphere most conducive to their growth and true expression, they added.

University of Dallas Wins Accreditation

The University of Dallas has been granted full accreditation and membership in the Association of Texas Colleges and Universities.

The new standing was won in a minimum time of five years, said Dr. Robert Morris, president. The current enrollment of 750 represents an increase of 128.6 per cent over the first class in 1956. The faculty has grown 195 per cent and six new buildings have been added to the original eight.

Additional buildings are planned for construction this year.



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Other Assets		2,182,000.00
Total Admitted Assets		8,296,000.00
Surplus to Policyholders		2,221,000.00

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Education-

Southern Methodist University Celebrates Fiftieth Anniversary

Southern Methodist University is celebrating the fiftieth anniversary of the date of founding the University. To mark the half-century of achievement, the university is presenting a Semi-Centennial Academic Festival with the theme, "Learning and Wisdom." This program also marks the establishment of the Graduate Council of Humanities at SMU.

The university was established at Dallas by an Educational Commission appointed in 1910 by the five Annual Conferences of the Methodist Epsicopal Church, South, in Texas. These Annual Conferences confirmed the work of the Commission which resulted in the university being chartered by the State of Texas on April 17, 1911.

The celebration began on April 11 and will continue through May 3, with the public invited to many of the programs.

Other commemorative events will take place in the spring of each year through 1965, the fiftieth anniversary of the beginning of instruction in the university.

Participating in this year's program are such outstanding men as Douglas M. Knight, president of Lawrence College; Whitney J. Oates, chairman of the Council of the Humanities at Princeton; Lionel Trilling, author and professor from Columbia University; Victor L. Butterfield, president of Wesleyan University, and many others.

The Graduate Council of the Humanities will comprise each year a group of distinguished scholar-teachers, drawn from the faculties of SMU and other universities, who will be given the opportunity to engage in research, scholarly discussion and writing in the general area of the humanities.

This Graduate Council is supported jointly by the Danworth Foundation and the university.

The organizing committee of the Graduate Council of the Humanities includes Hemhill Hosford, vice president and provost of the university; Claude C. Albritton, Jr., dean of the Graduate School; Walter H. Delaplane, dean of the College of Arts and Sciences, and Joseph D. Quillian, Jr., dean of Perkins School of Theology. Chairman of its program committee is Albert C. Outler, professor of theology.

In addition to the special programs, the semi-centennial celebration will also include the traditional presentations of honors and scholastic awards to outstanding students at SMU.

NEWS SPOTLIGHT

Master Plan Funds Evaluation Committee Is Announced by Dallas Chamber President

A committee to help guide the execution of the new Dallas Master Plan as prepared by a citizen's committee has been announced by Avery Mays, president of the Dallas Chamber of Commerce.

The Master Plan Capital Funds Evaluation Committee will help evaluate requests and recommendations from city departments for funds to be provided for implementation of the Master Plan by future bond issues, Mr. Mays said. He stated the committee's objective is to assure that the growth of Dallas continues along the recommendations of the just-completed Master Plan.

The committee, appointed and approved by the Board of Directors of the Dallas Chamber of Commerce, has received the endorsement of Mayor-elect Earl Cabell.

Named to the committee were James W. Aston, chairman; Gus Bowman, James C. Dycus, Ray E. Hubbard, Robert H. Lindop, W. W. Overton, Jr., James W. Smith, John M. Stemmons, L. O. Taylor, Travis T. Wallace and Ernest W. Wolfe.

With the announcement in January of the Downtown Master Plan completing the work of the Master Plan Committee of D. A. Hulcy, the Chamber's Board directed Mr. Mays to initiate such a committee. The Board officially approved the idea at its February meeting, but by the time acceptances from all members were received the mayoralty race had begun, Mr. Mays said. "We felt it best to wait until the next Mayor of Dallas had been elected before making any announcement of the committee," he added.

"This committee, within the structure of the Chamber of Commerce, is one that is needed," Mr. Cabell said. "I am pleased to see that the city is represented so well geographically and by men so well recognized in the community. The fine group should be able to make a very constructive contribution to the continuing orderly progress of our city."

The Board agreed that the importance of the committee's assignment made it desirable that a director of the Dallas Chamber be named chairman and that all areas of the city be represented in its membership.

Committee Chairman Aston, in addition to being a director of the Dallas

Chamber, is a former city manager of Dallas and was a member of the Hulcy Committee. Mr. Bowman is a past president of the North Dallas Chamber of Commerce, and Mr. Dycus and Mr. Smith are past presidents of the Oak Cliff Chamber, Mr. Taylor is the current president of the Oak Cliff Chamber. Mr. Lindop is a past president of the South and East Dallas Chamber of Commerce, and Mr. Wolfe has served as president of the White Rock Chamber. Mr. Hubbard, who also was a member of the Hulcy Committee, is president of the City of Dallas Park Board, and Mr. Stemmons is chairman of the Dallas Chamber's Central Highway Committee, Mr. Overton and Mr. Wallace will represent downtown areas on the committee, according to Mr. Mays.

Air Force Secretary to Speak in Dallas. Eugene Zuckert, secretary of the Air Force, will be the Dallas speaker May 19 for Armed Forces Day, according to James Crowder, chairman of the Chamber's Armed Forces Committee. He will also head the reviewing officers for the parade on Saturday, May 20.

Avery Mays, president of the Dallas Chamber, called Mr. Zuckert's acceptance of the Dallas invitation "a compliment to Dallas that he has chosen our city as the location for the traditionally important Armed Forces Day message."

A former member of the Atomic Energy Commission with wide experience in the Department of Defense, Mr. Zuckert was practicing law in Washington, D. C., at the time of his appointment by President Kennedy. He served as assistant Air Force secretary under Stuart Symington.

A native of New York City, he has also served as an attorney for the Securities and Exchange Commission.

Storey Named Metropolitan Y Head, Charles P. Storey has been named president of the Metropolitan YMCA.

Other new officers include: E. Wilson Germany, vice-president; Vance Foster, secretary, and Frank Hoke, treasurer.

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News Spotlight-



WYNNE

Wynne Named Hospital Board Chairman. Toddie Lee Wynne, Dallas oil man, has been elected chairman of the board of trustees of the Presbyterian Hospital of Dallas.

Mr. Wynne is president of American Oil Company, a director of the First National Bank in Dallas, and chairman of the board of the Great Southwest Corporation.

Presbyterian Hospital recently announced plans to build a 350-bed general hospital, costing approximately \$7,500,000, on a 71-acre site off North Central Expressway at Greenville Avenue and Glen Lakes Drive.

MLS Sales Set New Record. More Dallas homes were sold through the Multiple Listing Service of the Dallas Real Estate Board during 1960 than in any previous year of the MLS operation.

And, reported MLS Chairman Fred Misko, the total dollar volume of sales through the Service—almost \$29 million—also set a new record for the eight-year-old cooperative listing and sales organization of realtors.

More than \$3,700,000 of the year's total sales came during August, setting a new single-month sales record for the Dallas Multiple Listing Service.

Last year's MLS sales surpassed the previous best calendar year, in 1958, by more than \$35,000, while the August, 1960, total topped the previous record of \$3,384,000 for a single month.

More than 10,000 Dallas homes have been sold through the cooperative listing and sales service of the Dallas Real Estate Board since the MLS was started in February, 1953, Mr. Misko said.

There are 150 realtors, plus some 400 sales persons, who now are members of the Dallas Real Estate Board's MLS.



Contracts have been awarded for the construction of a 20,000 square foot recreation center for Buckner Orphan's Home. New facilities include two lighted baseball diamonds, lighted tennis courts, gymnasium, field house, indoor swimming pool, bowling alley, snack bar, game room and arts and crafts rooms. The \$200,000 facility was designed by W. Bryan Thruston, architect, and R. M. Tacker Co., Dallas, is the contractor. Completion of the new Buckner center is scheduled for mid-June.

Chest Trust Fund Honors Harold Volk, Founder Member

Over 400 Dallas civic leaders paid tribute to Harold F. Volk for his leadership as past president and founder member of the Dallas Community Chest Trust Fund at a luncheon in late March.

Mr. Volk served as president of the Trust Fund from 1953 through 1956 and from 1958 through 1960. President of Volk Brothers since 1935, Mr. Volk has been active in Community Chest work throughout many years. He served on the Board of Directors of the Chest from 1948 through 1950 and from 1953 through 1954.

Mr. Volk graduated from Yale University and studied at the Sorbonne in Paris, France. He served during World War I as a lieutenant in the 90th Division of the Field Artillery in France. He is a past president of the First Officers Training Camp Association.

Among his numerous civic activities, Mr. Volk is director of the Dallas Crime Commission, member of the Citizens Council, member of the Aviation Committee of the Dallas Chamber of Commerce, director of the Dallas Council on World Affairs, and director of the Texas State College for Women Foundation.

Mr. Volk also is chairman of the Aviation Committee of Greater Dallas Planning Council, a member of the Board of the Lighthouse for the Blind, and the Presbyterian Church, and a member of the SMU Board of Development.



CROSSMAN

Crossman to Lead Mental Health Drive. Jerome K. Crossman has been named general chairman of the 1961 membership and fund campaign of the Dallas Association for Mental Health.

Named chairman and vice-president of the special gifts division are Jack G. Lawrence and Vance Foster. Mrs. Fred E. Link will be chairman of the women's division.

Campaign goal is \$43,000. The drive is set for May 1-31.

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Income	Up 12% to	\$ 768,176.00
Policy Reserves	UP 28% to	\$ 1,133,552.00
Insurance in Force	Up 11% to	\$48,005,240.00



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News Spotlight-



BOND

James H. Bond To Head First United Fund Campaign Drive

James H. Bond, a Dallas civic leader, will head the first United Fund Campaign in Dallas County.

Mr. Bond, Regional Director of the United States Department of Health, Education, and Welfare, said, "The United Fund represents the greatest, the largest and most significant humanitarian effort undertaken in this community—and it will help more people and save more lives with the most economical and wisest possible use of everyone's time, effort, and money."

Mr. Bond has had considerable experience in the field of fund raising. He was 1960 national vice-chairman of the American Red Cross fund campaign and has been state chairman for nine national health drives. Locally he has served in various leadership positions in campaigning for the Community Chest, Red Cross, cancer, tuberculosis, St. Paul's Hospital, Baylor Hospital and many others. He was chairman of the successful Dallas Rehabilitation Institute drive in 1959 and won the 1960 Linz Award for his contributions to the community.

The Dallas County United Fund was formed in January and its first affiliates are the Dallas County Red Cross and the 38 Community Chest agencies. The Fall campaign will combine many local and national drives that have been conducted separately in Dallas County.

News Spotlight-



DEALEY

Red Cross Names Dealey Chairman. Joe M. Dealey, president of The Dallas Morning News, has been elected chairman of the Dallas County Chapter, American Red Cross.

Now serving as chapter vice-chairman, Mr. Dealey will begin his second 3-year term as a member of the Red Cross board of directors on July 1.

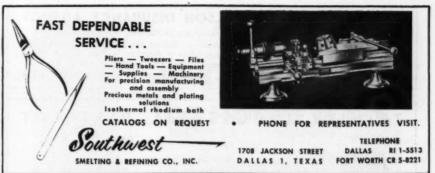
As chapter chairman, Mr. Dealey will head the 75-member board and the thousands of local Red Cross volunteer workers.

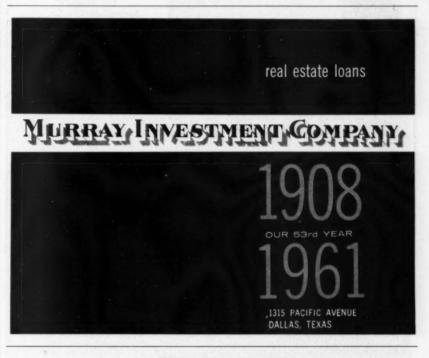
Other new officers are Travis T. Wallace and John Williamson, vice-chairmen; C. A. Tatum Jr., secretary; and Robert H. Stewart III, treasurer.

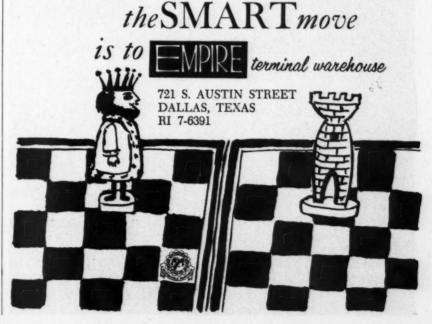
League Sponsors Book to Raise Community Service Funds. The Junior League of Dallas, which gave over \$45,000 to various civic projects throughout Dallas in 1960, has published a new book, "From Texas Tables", to help raise additional funds for community service in the coming year.

Prepared by Sustaining members of the organization, the book covers all phases of cooking, and includes special chapters on low cholesterol cooking, wine cookery, and how to give "Texas-sized" parties.

A volunteer group, the Junior League of Dallas gave 48,500 hours of work to community service in various agencies last year, and has been responsible for a number of firsts in Dallas, including the occupational therapy department for crippled children at Scottish Rite Hospital, the "Teachers for Texas" program, and cosponsorship of the Treatment Center for Cerebral Palsied Children and the Dallas Homemaker Service.







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News Spotlight-

Survey Shows Dallas Urban District Population Figures

Of the 102 cities in Texas with 1960 populations of over 10,000, 20— or almost one-fifth of the total— are located in the nine-county Dallas Urban District, with nine located in Dallas County alone, according to final figures from the 1960 Census of Population.

The Dallas Urban District, a ninecounty area within a 50-mile radius of Dallas includes Collin, Dallas, Denton, Ellis, Hunt, Johnson, Kaufman, Rockwall and Tarrant Counties. The 20 cities of 10,000 or more inhabitants located within the Dallas Urban District had a combined 1960 population of 1,433,427, or 24% of the total population in all Texas cities over 10,000 population.

The entire 102 cities had a combined 1960 population of 5,974,699, or 62.4% of all inhabitants of the State of Texas.

The retail sales market is even more concentrated in the cities, with an even higher percentage in the Dallas District cities. Of the total retail sales volume for Texas, as reported in the 1958 Census of Business, the 102 cities over 10,000 accounted for \$7,988,432,000, or 74% of the total. The 20 cities in the Dallas Urban District had retail sales of \$2,102,940,000, which was 26.3% of all retail sales in Texas' 102 cities of 10,000 or more inhabitants.

The Dallas Urban District cities with 10,000 or more population:

	1960	1950
COLLIN CO	UNTY	
McKinney	13,763	10,560
DALLAS CO	UNTY	
Dallas	679,684	434,462
Irving	45,985	2,621
Garland	38,501	10,571
Grand Prairie	30,386	14,594
Mesquite	27,526	1,696
University Park	23,202	24,275
Richardson	16,810	1,289
Farmers Branch	13,441	915
Highland Park	10,411	11,405
DENTON CO	DUNTY	
Denton	26,844	21,372
ELLIS COUNT	Y	
Waxahachie	12,749	11,204
HUNT COU	NTY	
Greenville	19,087	14,727
JOHNSON C	OUNTY	
Cleburne	15,381	12,905
KAUFMAN	COUNTY	
Terrell		11,544

News Spotlight-

TARRANT C	OUNTY	
Fort Worth	356,268	278,778
Arlington	44,775	7,692
Haltom City	23,133	5,760
White Settlement	11,513	10,827
Hurst	10,165	unincorporated

Plans Completed for Center for Blind Children. Plans for a new building to house the activities of the Dallas Services for Blind Children have been completed. Sponsored by the Variety Club of Dallas, the new building will be dedicated as a memorial to the late Robert J. O'Donnell.

Acting for the Variety Club in supervising construction will be Gordon McLendon, chief barker; Meyer Rachofsky, treasurer; and Phil Isley, retiring chief barker.

The building committee for the Dallas Services for Blind Children is composed of Alfred N. Sack, chairman; Mrs. William H. Seay, Mrs. Horace N. Hirsch, Benjamin F. Lewis and Mrs. M. R. Harrington.

The kitchen in the new training center will be furnished with all modern equipment by the WOMPI's Women of the Motion Picture Industry.

Architect for the building is William H. Hidell Jr. The new center, which will be located on a 50 by 180-foot lot at Blackburn and Cole, will provide a large reception area, two recording rooms, offices, training rooms for children and a large assembly hall for 100 persons.

Cotton Bowl Council Names 1961 Leaders

Officers and directors of the Cotton Bowl Council have been named for the coming year.

Robert H. Stewart III was elected president, Dan C. Williams vice president, Arthur K. Hale treasurer and James H. Stewart secretary.

In addition, Jim Skinner has been named executive secretary of the Cotton Bowl Council.

Elected to the board of directors of the Council were Horace Ainsworth, Keith Baker, James F. Chambers Jr., Robert B. Cullum, Joe M. Dealey, James W. Aston, W. R. Hawn, S. J. Hay, Paul P. Middleton, W. R. Moore, L. T. Potter, Julius Schepps, Field Scovell, James H. Stewart, Robert H. Stewart III, C. A. Tatum, R. L. Thornton Jr., Hobart D. Turman, Dan C. Williams and Jas. K. Wilson Jr.



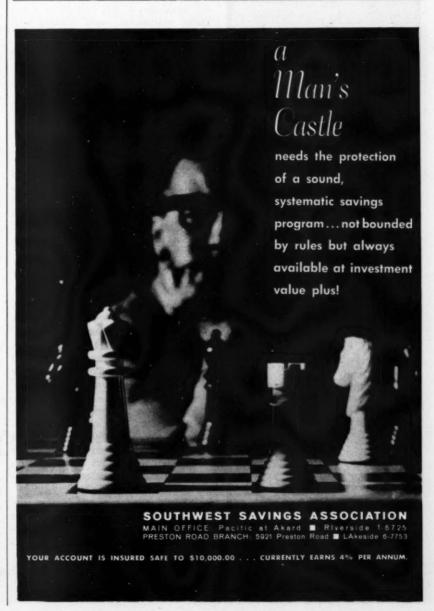
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allas world trade NEW

Trip to Mexico City Brings Insight on **Drawing More Visitors to Dallas**

by Charles Dameron

It was a scintillating day in the clear, thin air of Mexico City. A pleasant breeze swished across the verdant fairways onto the veranda of the elegant Golf Club.

A mariachi band was delivering a rousing "Guadalajara" and a couple of dozen Dallas businessmen were chatting with their hosts of Mexicana Airlines.

Then one of Dallas' sellingest citizens detached himself and approached two stylish Mexican women. While his friends wondered at the propriety of such a move, John Shoaf introduced himself to the

"Pardon me, ladies," he asked in excellent Spanish, "Have either of you ever been to Dallas?"

Mr. Shoaf, the executive secretary of the Dallas Manufacturers and Wholesalers Association, was proving a point.

Both of these women were of wealth. Both quite cosmopolitan. Both of them, Mr. Shoaf learned, had been to Houston and other United States cities many times. But never to Dallas. Why to Houston?

"To go shopping, of course."

And that's the impression many of us Dallas visitors got from people of wealth of Mexico City. Most of them spend lots of money in Texas, but not in Dallas. And while Mexico is Mexico and has its poor by the millions, it also has a powerful lot of well-to-do and downright wealthy families who travel more than the average

Thirty Dallas business leaders took a whirlwind tour of Mexico City April 7-10 after Mexicana's inaugural jet flight from Dallas. A common question cropped up as they met with leaders and talked with vendors and cab drivers and saw the tremendous progress of the bustling city:

Why don't more of our Mexico City friends visit Dallas? We came to the undocumented conclusion that convenience in travel has been one factor. Dallas and Mexico City had been served by Braniff and American, but none with jet service like the new Mexicana Comet. Braniff, it should be noted now, is scheduling jet service between Dallas and Mexico City, which proves the old adage you can't beat competition.

The second conclusion: Dallas just doesn't seem to be doing the kind of selling job for which it has always laid claim to fame. That selling job, of course, is up to Dallas business leaders, if they want to tap that considerable source of wealth to the South

The figures on tourism appear pretty favorable, but they ought to be twice the 2,500 Mexican tourists who came to Dallas in 1960. The Dallas Chamber of Commerce has already published figures showing that Mexicans spent a cool 160 millions of dollars in the United States during 1960, But only \$20,000,000 was spent outside the familiar border towns such as Brownsville, Laredo, El Paso and San Diego.

If you've never ben to Mexico City you might be somewhat surprised to find that this is not the somnolent town of the manañaland. Its a teeming latin city of upwards of 6 million people. There's much poverty, still much illiteracy. But you're amazed at the spirit of progressiveness. The Mexicans are building. They're alive with new ideas, such, as the construction of the now-famous University City, a vast complex of buildings comprising the University of Mexico, a project that would cost upwards of 2-400 million dollars here in Dallas, considering it was built in a lava bed.

Or take the huge medical center building. Even discounting the fact that these great projects were projects of a welfare statish government you have to admire the vigorous approach of the Mexicans in their efforts to improve the standards in Mexico

Or you can drive out to those same lava beds and tour a new section of ritzy homes that are transporting the drab "malpais" into a colorful residential addition. Some say the acre lots on the lava start at \$10,000 and up, many of the homes probably costing as much as \$100,000.

Transportation, you find, can be rather

World Trade News-

expensive if you buy an imported car. A low-priced American import car costs over twice as much in Mexico. But the broad boulevards are as busy as nearly any main thoroughfare in Dallas... Mexico City just has more divided streets than Dallas—or New York, for that matter.

Apparently the Mexicans never sleep. The downtown streets are bustling at 7 a.m., just as in Dallas. They're really busy at 7 p.m. when everybody turns out for a paseo. Styles seem indistinguishable from those of the smartly turned Dallas people at Main and Akard. The middle-classed and upper-classed Mexicans dress well. And they seem to live a good life.

INT'L TRADE OPPORTUNITIES

(Editor's Note: Statements under this heading are based on information received by the Dallas Chamber of Commerce, but are not guaranteed by the Chamber or by DALLAS. Details may be obtained from The World Trade Department, Dallas Chamber of Commerce.)

GERMANY — All kinds of outerwear, high quality, for women. Robert Kahn (manufacturer's agent), 89 Bismarck-strasse. Duesseldorf.

Deep frozen poultry, such as fryers, fowl, backs and necks, turkeys and turkey parts of best quality. Geck & Rinneberg KG (importer, wholesaler), Wilhelm-Marx-Haus, Duesseldorf.

Frozen poultry of all kinds. Direct purchase and agency. Edgar Lorbeer (importer, commission merchant), 654 Venloerstrasse. Koeln-Brickendorf.

SOUTHERN RHODESIA — Toys, particularly dolls. Jewelry of all kinds. Kingstons Ltd. (manufacturer's agent, importer, distributor), P.O. Box 2374, Salisbury.

NIGERIA — The Northern Region Development Corp., Federation of Nigeria, is interested in attracting American investment capital and managerial know-how for the new Kaduna Hotel which is now under construction. Investment offers and bids from U.S. firms should be addressed to the Secretary, Northern Region Development Corporation, Kaduna, Northern Nigeria.

EQUADOR — Representatives of a Quito milk distributor's cooperative wish to purchase a complete, modern milk pasteurization and bottling plant. The plant should have a daily capacity of 40,000 liters of milk. The Cooperative indicated, however, that the purchase could be executed only if adequate credit facilities were made available. Interested firms should write directly to Sr. Joffre Uavarro, Garcia Moreno 674, Quito, Equador.

GERMANY — Deutsche T.I.P. (Treue in Partner), Sandelsorganisation GmbH., Mauerstrasse 1, Duesseldorf, one of the largest purchasers of foodstuffs in Germany wishes to purchase the following foods from United States suppliers: raisins, dry fruits of all types, almonds, nuts, all varieties, canned fruits, all varieties, and cucumbers.

Interested United States firms are requested to send catalogs, sales literature, and prices on standard and particularly new food products appearing on the United States market to the Deutsche T.I.P.

Ambassador of Norway Visits Trade Committee

The Ambassador of Norway, Mr. Paul Koht, visited Dallas on March 27th and addressed the World Trade Committee of the Dallas Chamber of Commerce.

This was the Ambassador's first visit to Dallas and was a direct result of the Chamber's successful Dallas Diplomats' Day held last year.

The Ambassador, in his 3-day visit, had an opportunity of visiting greater Dallas area and especially the development of various industries throughout the city.

In his address, the Ambassador told the world trade committee that while the United States exports and imports about 5 per cent of its total production, the figure for Norway is 40 per cent.

Norway, he said, depends not only on export of its products, but relies heavily on it merchant marine, the world's third largest, to help make up the deficit between its exports and its imports.

In 1960 Norway imported 125 millions worth of products to the United States.

The Ambassador remarked that the dynamic atmosphere of Dallas and its trade potential will result, in the foreseeable future, of the appointment of an Honorary Consul for Norway soon to be followed by Norway's participation in the State Fair of Texas International Exhibits.

Air India Opens Office

Air-India opened a sales office this month in the Mercantile Continental Building. The Dallas office, which will work closely with travel agents in the development of sales, will also handle reservations and ticketing. It will be headed by A. Malcolm Whilde, former assistant district sales manager for Alitalia in this city.

The addition of the Dallas office to those currently maintained by Air-India in Cleveland, Chicago, Los Angeles and Washington, D.C., is the result of the carrier's plans for expansion of its off-line sales program in the U. S. and Canada, according to Peter F. Mahta, U.S. and Canadian manager.

Mr. Mahta, here on tour of key U. S. cities, is accompanying B. R. Patel, Vice Chairman and General Manager of Air-India.

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ARTS AND MUSIC

Dallas Grand Opera Association Board Plans 1962-1963 Expanded "Met" Season

In 1962 and 1963, the Metropolitan Opera Company will return to Dallas for an expanded season. Hitherto a 4-operasin-3-days city since 1939, Dallas is now in the category of Boston, Atlanta, Cleveland, Toronto and Chicago in accepting seven performances in six days, Monday through Saturday.

The Metropolitan visits now will be exclusive to Dallas in the Southwest with no appearances scheduled nearer than Atlanta, Georgia, or St. Louis, Missouri.

Clearing the way to establish the expanded Dallas opera season, was the unanimous vote of the board of directors of the Dallas Grand Opera Association to accept "Metropolitan Opera Weeks" in 1962 and 1963.

Arthur L. Kramer Jr., president of the sponsoring organization, said that the Metropolitan is determined to eliminate one-night stands and "split weeks", accepting only cities that will 'welcome the company for six days."

The usual three day visit of the Metropolitan will not be held in 1961 because of transportation problems.

In regard to the next two years, Mr. Kramer said: "The civic leaders comprising our board were unanimously in favor of undertaking a larger operatic project and retaining the Metropolitan Opera visits in Dallas."

With the longer visit, Mr. Kramer said, greater diversity in repertoire and casting will be possible.

New directors who have been added to the Dallas Grand Opera Association board are DeWitt Ray, Eugene McElvaney and Trammell Crow.

Meeker Receives 1961 Cultural Award. Charles R. Meeker, Jr., former managing director of the State Fair Musicals, has been awarded the "1961 Cultural Award" by the Dallas-Fort Worth Art Directors Club.

Stanley Marcus, president of Neiman-Marcus Company, winner of last year's cultural award, was presented a special scroll award for "his roll in developing the high esthetic level of the general graphic arts output of Neiman-Marcus, and in recognition of the profound effect this has had on retail advertising in the

Southwest and throughout the United States.

Local artists and art directors were awarded three gold medals, ten silver medals and 26 certificates of merit, for outstanding art work accomplished within the past year.

Judges for the 1961 exhibition, which drew over 1,000 entries from eight states, were: Saul Bass of Los Angeles, internationally known graphic arts designer and film consultant; Bob Peak of New York, illustrator; and Herb Lubalin, also of New York, widely recognized as the country's foremost authority on typographic design.

The 300-piece show was exhibited at the Sheraton-Dallas Hotel and the Texas Hotel in Fort Worth during March. It is now on an extensive tour through the Southwest.

Paul Baker Wins Rodgers Hammerstein First Award

Paul Baker, Director of the Dallas Theater Center and the Drama Department of Baylor University, is winner of the first Annual Rodgers and Hammerstein Award as the person who made the greatest contribution to the theater in the Southwest during 1960.

Presentation of the Award was made by Stanley Marcus, Chairman of the Awards Committee, who cited Mr. Baker for his outstanding work in the experimental theater in the Southwest and especially for creation of the Dallas Theater Center.

Mr. Baker joined the Dallas Theater Center in 1955, long before construction was begun on the Frank Lloyd Wright-designed structure and has been responsible for its phenomenal growth during the last two years.

The Dallas Theater Center is a nonprofit educational institution comprising five major divisions. They are:

- A graduate School of Drama, offering a Master's Degree with academic credit given by Baylor University Graduate School.
- 2. Professional quality resident repertory company comprised of actors from all over the United States as well as foreign companies. Productions in 1960 included "Hay Fever," "The Importance of Being Earnest," "The Matchmaker" and "Waltz in the Afternoon."



BAKER

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- 4. An evening program, adult education in the performing arts, providing an opportunity to take courses in the theater.
- 5. A laboratory for experimentation and development of new techniques in film, light and sound.

Mr. Marcus said Mr. Baker was one of 14 persons nominated for the Award. The Award, which was created in October, recognized nominations in the field of acting, writing, direction or production in the community, college or commercial theater.

Mr. Baker joined Baylor University in 1934 and was responsible for organizing the Southwest Summer Theater, a share-profit-share-cost group of semi-professionals, and he built a theater inside Waco Hall at Baylor University. He organized the first radio and television classes in the Southwest at Baylor as well as a dramatic sound film division. He is credited with many other "firsts" at the University.

A past member of the Board of Trustees of the National Theater Conference and past president of the Southwest Theater Conference, he was regional organizer and secretary for the first national assembly of the American National Theater and Academy in 1951-53. He was president of the National Theater Conference in 1958 and chairman of the Manuscript Play Project for the American Educational Theater Association in 1957-58.

He served as director of the experimental new play, "A Different Drummer" at the Theater in 1955 and "Hamlet" with Burgess Meredith in 1956. His work has been featured in numerous national magazines.



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Finance Center

(Continued from page 29)

ment is believed to be one of the most extensive operations of this type in the United States outside the City of New York. Its municipal department is staffed by a total of eleven persons. It also has a section devoted to the private placement of securities of all types.

First Southwest Company is headed by William C. (Decker) Johnson, Jr., as president. Other officers and directors include: Winton A. Jackson, James F. Jaques, William P. Smallwood, C. Rader McCulley and Walter M. Bader. Joe W. Ellis and C. M. Smith serve the firm as vice-presidents.

Rauscher, Pierce & Co. Inc. is a pioneer Texas investment firm started in 1933 by John H. Rauscher and Charles C. Pierce with a single office and 12 employees. This firm now has twelve offices in Texas and Fayetteville, Arkansas, and employs 170 people. This month Rauscher, Pierce & Co. is opening a new and enlarged board room on the ground floor of the Mercantile-Dallas Building which will provide complete quotations of the New York Stock Exchange and American Stock Exchange. This represents the fourth major expansion of home office quarters.

Rauscher, Pierce & Co. Inc. moved to its present home office location in the Mercantile-Dallas Building in March, 1958. Facilities include a library for staff and customer use, conference room and a complete employee lounge. The firm has the most modern interoffice and long distance telephone facilities, and private direct-wire connections to its twelve branch offices. These are interconnected with direct wire service to New York and St. Louis, and a network of leading financial centers throughout the country.

The firm maintains a research staff; memberships in the New York, Midwest and American Stock Exchanges; a trading department and mutual investment funds department. It participates in underwritings, municipal, business and corporate financing as well as private placement services.

Dallas Union Securities Company Inc. was originally formed as Dallas Union Trust Company in 1921. This firm is a member of the New York Stock Exchange, Midwest Stock Exchange and Associate, American Stock Exchange. The company conducts a general investment

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COMPANY

5627 Yale Boulevard Phone EMerson 8-5075 business and maintains offices in the Adolphus Tower in Dallas and the Fort Worth National Bank Building in Fort Worth. Principals are: T. H. Obenchain, president, and B. F. Houston, executive vice-president.

Dallas Rupe & Son Inc. is another pioneer Dallas investment banking firm that was founded in 1928 by the late Dallas Rupe and D. Gordon Rupe Jr. For many years this firm was located in the Kirby Building. Offices are now located in the Republic National Bank Building and the firm has 45 employees. Dallas Rupe & Son Inc. was the first Dallas firm to be admitted as a member of the New York Stock Exchange, and they are also Associate members of the American Stock Exchange.

Dallas Rupe & Son Inc. are engaged in the general investment banking business including underwriting services, investment securities, mutual funds, stock and bonds. The firm's operations have extended as far from Dallas as Alaska and the Pacific Coast. This firm has been engaged in creative financing involving municipal, authority and corporate interests for more than thirty years. Principals are D. Gordon Rupe, president; Robert E. Dennard, vice-president and secretary, and Roderick B. Thomas, vice-president and treasurer.

Other expanding Dallas investment banker firms include Eppler, Guerin & Turner; Parker Ford & Co. Inc, Schneider Bernet & Hickman, Walker, Austin & Waggoner, Metropolitan Dallas Corporation, Wood, Struthers & Company, and others.

The expanding position of Dallas is also illustrated by the physical expansion of firms already here and the establishment of new offices. The operation of Shearson-Hammill & Co. on the ground floor of the Fidelity Union Tower provides a prime example. This firm has been in Dallas since 1951 and has 30 employees. Their present offices represent a third expansion during an eleven year period.

Goodbody & Co. is another major New York Stock Exchange firm that has been serving Dallas for 21 years. This firm maintains 41 offices over the nation and two locations in Dallas, one in the Vaughn Building and the other in Southland Center. On a recent trip to Dallas the head of this firm said that Dallas was now the third largest branch office of Goodbody & Co.

Mexicana Inaugurates Service

(Continued from page 31)

Mexico City, and Mexicana Airlines secured the Mexico-Dallas rights. Thus, the Dallas-Mexico markets are now served by three carriers - American and Mexicana with nonstop privileges between Dallas and Mexico City, and Braniff with a mandatory stop at San Antonio.

Mexicana has previously had routes between Mexico City and Los Angeles, Chicago and San Antonio, which it retains under the new treaty. The Mexico-Dallas route is independent of the airline's San Antonio and Chicago routes.

H. Max Healey, General Manager of Mexicana, and Lic. Aaron Saenz President, headed the inaugural flight party to Dallas. The group of Dallas guests which returned with the Mexican visitors included officials of the City of Dallas, the Chamber of Commerce, and Dallas newspapers and radio/TV stations.

Efforts to secure Mexicana's entry were begun more than three years ago, and have been under the direction of a special international air service sub-committee of the Dallas Chamber of Commerce Aviation Committee, with Trammell Crow as chairman. Members of the sub-committee who worked on the Mexico air service project, in addition to Mr. Crow were Carl H. Hunt, Edmund J. Kahn, J. Kirby McDonough, James B. Riddle, R. L. Tayloe, and Herbert L. Nichols, general chairman of the Aviation Committee.

During the Dallas stay, the Mexican visitors were entertained at a reception in the City Club, given by officers nad directors of the Dallas Chamber of Commerce, followed by a buffet dinner at which J. Kirby McDonuogh, H. N. Mallon, Joe C. Thompson, Jr. and Wofford Cain were hosts. They were also taken on a tour of the city, and were entertained at a luncheon in the Trade Mart as guests of Mr. Crow. Mexicana Airlines also gave a reception at the Statler Hilton Hotel, attended by some 200 Dallas guests.

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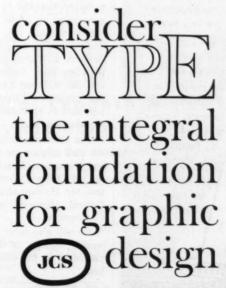
and William F. Seitz, Jr.

Assistant Branch Manager

Southland Center

RI 8-6111

Hugh Dunlap, Branch Manager



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Howard Named Transportation Department Assistant Manager

Kenneth W. Howard has been named assistant manager of the Transportation Department of the Dallas Chamber of Commerce. He replaces Frank Kenfield, who leaves to join the Houston Port

Mr. Howard comes to Dallas from Little Rock, Ark., where he was with East Texas Motor Freight Lines. He is a graduate of Little Rock University.

As assistant manager of the Dallas Chamber's Transportation Department, Mr. Howard will work with department manager Kenneth P. Tubbs on matters concerning all forms of Dallas transportation, including rail, air, water, highways and truck. This department represents the interests of Dallas shippers before both the Interstate Commerce Commission and the Railroad Commission of Texas and assists the Chamber's Aviation Department in proceedings before the Civil Aeronautics Board.

The Transportation Department is also the staff support for the Chamber's Central Highways Committee, which speaks for all Dallas County on highway matters. Mr. Howard will work with both the Central Highways and Transportation Committees.

He will also serve as editor of the biweekly bulletin of transportation news published by the Chamber for its mem-

Chamber Education **Committee Supports** "Operation LIFT"

The Dallas Chamber of Commerce is giving its support to "Operation LIFT" (Literacy Instruction for Texas) of the Dallas Section of the National Council of Jewish Women. Upon recommendation of the Education Committee, the Chamber's Board of Directors voted unanimously to endorse and give every support to this program.

Under the direction of Mrs. Maurice Peiser, president of the Dallas Section, the group is coordinating a televised program to teach adult illiterates to read and write. Both WFAA-TV and KERA will present the series of 98 half-hour films, to begin on June 6.

In recommending approval of the program, the Chamber's Education Committee pointed out that illiteracy among adults was a problem that has not received enough attention and that such a teaching program should have the enthusiastic support of the entire business community.

The program to be used in Dallas has received national attention as a "mass TV assault on illiteracy." Designed by Dr. Frank C. Laubach, the method of teaching features a visual approach and has been highly successful in other areas of the nation.

The Dallas Section has now begun seeking to interest local students, recruiting teachers to be trained to interpret programs and to assist study groups, and arranging for "viewing centers" in which groups may watch the program together and help each other. Many Dallas employers have already received letters from Chamber President Avery Mays asking their cooperation.

Promotion coordinator is Mrs. James S. Wedeles, with Mrs. Milton Greene as publicity chairman; Miss Charles Marcus, business coordinator, and Mrs. Jerome J. Frank, recruitment coordinator.



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Chamber News-

Key to Dallas Corrections. Listed below are corrections to the 1961 edition of the Key to Dallas in both the alphabetical roster and the classification sections. Only errors which have been called to the attention of the editors have been listed. It is suggested that this errata sheet be removed and placed in your current copy of the "Key."

Alphabetical Section

CROTTY BROTHERS, INC. (RT-1) P. O. Box 13707 (24).....FE 7-8107 Cafeterias, Ind., Hospital & Student — 6215V

WYNNEWOOD STATE BANK (F) 501 Wynnewood Vil. (24). WH 3-4511 Banks, State — 7030VI

Classified Section

6215 CAFETERIAS, INDUSTRIAL, HOSPITAL & STUDENT

CROTTY BROTHERS, INC. (RT-1) P. O. Box 13707 (24)..... FE 7-8107 7030 BANKS, STATE

WYNNEWOOD STATE BANK (F) 501 Wynnewood Vil. (24) .WH 3-4511



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SUCCESS



MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

The Dallas Insurance Industry

(Continued from Page 26)

assets of \$47,334,826 and Vanguard Insurance Co., a wholly owned subsidiary, reported assets of \$8,994,005. Texas Employers Insurance Association reported assets of \$31,960,342 in the forty-seventh annual report. Trinity Universal Insurance Company, in their thirty-fifth annual report showed assets of \$53,628,218.

Traders & General Insurance Company reported assets of \$8,296,329 with surplus to policyholders of \$2,220,615 in their thirty-third annual report. Investment income for this firm rose to an all-time high. With other firms showing gains, Dallas continues to expand as a home office and regional center in the casualty field. Latest to enter Dallas is Industrial Indemnity Company of San Francisco who have just established a Southwest Regional Office in the Hartford Building.

On a local level the multiple local insurance agencies representing home office and out-of-state firms and the large business centering around casualty coverage forms an important and growing segment of Dallas business.

The Dallas Association of Insurance Agents, celebrating its 30th anniversary this year, is a group of over 200 independent, capital stock, fire and casualty agents representing 175 separate agencies. The Association's purpose is the furtherance of insurance generally and the local, independent agent in particular.

In close affiliation with the state (TAIA) and national (NAIA) associations, the DAIA is very articulate in legislative matters concerning insurors. DAIA representatives have been present at every major hearing of the State Board of Insurance and have expressed the Association's collective opinion on such subjects as the Texas Safe Driving Insurance Plan and the newly established Texas Homeowner's Policy.

In another area, the DAIA has furthered the cause of the agent by participating in the national "Big I" emblem



The Dallas Insurance Industry

campaign. The Association and each member agent incorporates the "Big I" emblem of the NAIA into all advertising and promotional material. The emblem identifies the displayer as a local, independent agent.

Recognizing that knowledge and training are important to the elevation of the insurance industry, the DAIA continually stresses the educational phase of its activities. For a number of years the DAIA has conducted classes in basic insurance, and this year founded the DAIA School of Insurance. The School is a self-sustaining, non-profit organization offering courses in various phases of insurance to persons already employed in insurance or interested in entering the field, whether members of the DAIA or not.

Still in the educational realm, the DAIA sponsors an annual Agency Management and Production Clinic to which all independent agents and stock company personnel are invited. During the one-day seminar, question-and-answer sessions and lectures are conducted on agency practices ranging from policy renewals to advertising.

The DAIA is perhaps most widely known by Dallasites for its continuing program of civic activities, recognition and contributions. The DAIA has an annual co-sponsorship of the Teenage Road-E-O and the Youth for Traffic Safety Conference. For the past nine years the DAIA has recognized the outstanding insurance men of Dallas with the G. Mabry Seay Award, and this year initiated the Annual Firemen's Award Banquet.

In addition the DAIA has made various gifts to such activities as the Dallas Juvenile Survey and Parkland Hospital Vocational Rehabilitation Ward.

President of the Dallas Association of Insurance Agents is Carie E. Welch. Vice President is George E. McCormick and executive secretary is Lonnie W. Mohundro.

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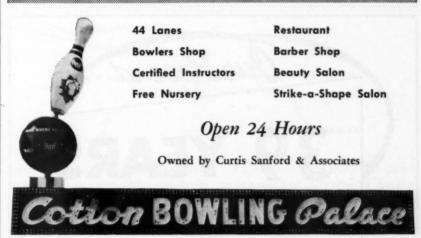


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AVIATION

Southern Air Service Case **Brings Dallas New Routes**

The Southern Transcontinental Air Service Case, generally regarded as the most complex route proceeding ever conducted by the Civil Aeronautics Board and one of major importance to Dallas moved into its final stages this month.

A Board decision in the case, issued March 14, assured Dallas of a greatly broadened pattern of air services. However, the decision failed to provide some of the new, additional and improved services which Dallas requires, and which were justified by economic evidence in the case.

Dallas and many other parties to the case submitted petitions for reconsideration on April 10. Each party was given 10 days in which to answer other parties' petitions for reconsideration. The Board's final decision on reconsideration is generally expected shortly. Unless the Board postpones the date because of the petitions for reconsideration, the new services authorized in the decision can be inaugurated June 11.

The CAB decision authorizes the following services which Dallas had requested:

Competitive services with Los Angeles/ Long Beach, San Diego and San Francisco/Oakland, California.

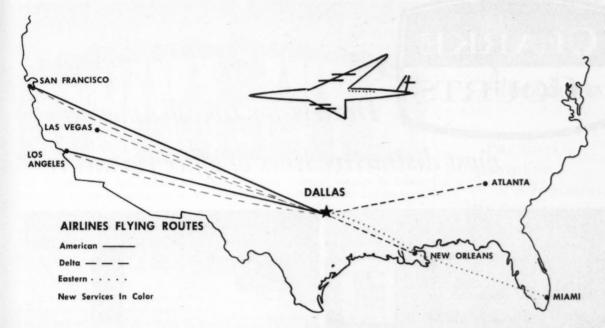
American Airlines has been the only carrier authorized to serve these markets; the decision awards a route extension which would permit Delta Airlines to serve each of these markets on a non-stop basis, although the Delta flights would be required to originate or terminate at points east of Dallas.

Competitive service with New Orleans. Delta is the only carrier now authorized in this market; the decision authorizes Eastern Airlines to serve the Dallas-New Orleans market on flights originating or terminating in Florida.

First direct single-carrier (non-stop) services as follows:

Airline authorized for service Between Dallas Las Vegas, Nev. Delta Miami/Ft. Lauderdale, Fla. Eastern Tampa, Fla. Eastern St. Petersburg/Clearwater, Fla.Eastern Delta Jacksonville, Fla. Orlando, Fla. Delta

Dallas' Air Routes Expanded in Southern Transcontinental Case



The decision failed to authorize the services which Dallas had requested in the following markets:

Market	Present Authorization	Dallas' Request
Phoenix, Ariz.	American Airlines	Competitive service
Mobile, Ala.	None	Direct single-carrier
Pensacola, Fla.	None	Direct single-carrier

In the Dallas-Miami and Tampa markets, the only authorization has been single-plane service by the Delta-National interchange, with a mandatory stop at New Orleans. The CAB decision terminates the inter-change and gives Eastern authority to operate the Dallas-New Orleans-Tampa-Miami route, with nonstop authority between Dallas and either Tampa or Miami. However, Dallas had shown that the markets require and justify the authorization of two carriers with equal operating authority, and the decision fails to provide for such competitive services.

The full effect of the new authorizations upon Dallas' air service pattern will depend, of course, upon policies of the airlines involved. Benefits other than those pointed out above could accrue to Dallas, however. For instance, Eastern would be able to operate 1-stop service between Dallas and San Juan, Puerto Rico, if it chooses to do so. Similarly, Delta could operate 1-stop service between either San Juan or Caracas, Venezuela if it chooses to do so.

The Southern Transcontinental Case is an outgrowth of the Dallas to the West Case, initiated in 1956 upon application of the City of Dallas and Dallas Chamber of Commerce. The CAB in 1958 consolidated the long-haul issues in the Dallas to the West Case into the newly-instituted Southern Transcontinental Case, so that Dallas has been actively engaged in the two proceedings for five years. A partial decision in the Dallas to the West Case in 1959 authorized first direct single-carrier (nonstop) services between Dallas and Albuquerque and Santa Fe, New Mexico, and also authorized competitive services between Dallas and Amarillo, El Paso, Lubbock and Midland-Odessa.

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NEW AND EXPANDING BUSINESS



First Citizens Bank has opened this new \$400,000 building, located in Dallas' Lochwood Village Shopping Center. A circular banking room is a feature of the bank.

Circular Banking Room Is Feature of First Citizens Bank. A 5,000-squareft. rotunda, inset in the square building, is the spacious main banking room of First Citizens Banks, recently opening in Lochwood Village.

The circular banking room has a perimeter of 250 feet and features a reinforced precast concrete folded plate roof. Tinted heat-absorbent glass covers the 125-foot front of the room. Tellers work behind a curving walnut counter, and missing is the traditional rail between the customers and bank officers.

The interior decoration of the bank was done by Home Beautiful of Dallas. Decorators were Ray Anderson and Gene Walker.

Drive-in windows, located some 200 feet from the building, are connected to the bank by pneumatic tubes.

The First Citizens Bank formerly was known as the Casa Linda State Bank where it was located. The name change was made on January 4, 1960.

McKenzie and Company, a public relations agency, has been formed by Jack McKenzie, who has resigned as director of advertising and public relations of the Great Southwest Corporation. Fred M. Smith, a member of Great Southwest's sales staff, has been named head of the department with McKenzie and Company retained as consultants. Prior to joining the Great Southwest Corporation, Mr. McKenzie was vice-president of a Dallas public relations counseling firm. McKenzie and Company will be located at 4924 Greenville Avenue.

▶ Eddie Sparks, Dallas photographer, has opened new studios at 1416 Commerce Street. Mr. Sparks has been a newspaper photographer with the New York Daily News, manager of a Dallas Photography studio, and chief photographer for Curtiss-Wright Corporation in Woodridge, New Jersey. His pictures have appeared in numerous national magazines.



Coats & Clark's Starts Work On Southwestern Headquarters

The new Southwestern warehouse and sales office of the Coats & Clark's Sales Corporation is under construction at 999 Regal Row in the Brook Hollow Industrial District. The facility, employing from 30 to 40 persons, will provide off-street parking and truck loading. Bill Campbell, Jr. of Campbell & Campbell, Realtors, handled real estate negotiations with Trammell Crow. Harold A. Berry is the architect.

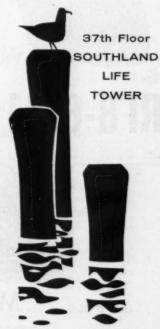
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New and Expanding Business-



Guardian Savings and Loan Association is constructing this \$115,000 building in Oak Cliff at the corner of Jefferson and Llewelyn streets, directly across from Sears.

Guardian Savings Erects Oak Cliff Branch. This modern, two-story building, scheduled for formal opening July 1st, is the third step in the Guardian Savings and Loan Association's expansion program. In the past five years, Guardian also has built a four-story main office building in downtown Dallas and a two-story suburban location on Lovers Lane in the Inwood shopping area.

Joseph Mills of Dallas is the architect, C. V. Summer is the contractor, Miss Ceil Williams did the interior design of the 3800-square-foot branch office. Adleta Showcase did the interior millwork.

A drive-in window as well as a night depository will assist customers in the new

Manager of the new Oak Cliff branch will be Ronald Jones.

Collins Ford Sales is the Ford dealership formerly owned by Joe Glass, and is located at 9407 Garland Road. Carrol Collins is owner and president of the firm. New shop equipment has been purchased, the parts department has been expanded, and the show room and general offices have been remodeled.

▶ Chance Vought Corporation has been awarded a contract for approximately \$2,000,000 for the fabrication of fuel and oxidizer tanks for the first stage of Saturn -NASA's national priority program to develop a rocket system which will boost multi-ton payloads into deep space.

The order calls for delivery of 42 tanks beginning in April, 1962. Eight of the tanks, each taller than a five-story building, will go into each first stage of the super-booster rocket to feed its cluster of eight rocket engines developing more than 1,500,000 pounds of thrust. Chance Vought was awarded the bid in a competition with 17 other firms.

Chance Vought will fabricate each aluminum alloy tank in 11 cylindrical sections which will be welded together to form a 70-foot unit. The Marshall Space Flight Center at Huntsville, Alabama, will assemble the tanks.

The contract gives Chance Vought another key role in a growing list of space projects which include the NASA Scout and Air Force Blue Scout programs, the Dyna-Soar space glider, the Minuteman solid-propellant intercontinental ballistic missile and other space systems.



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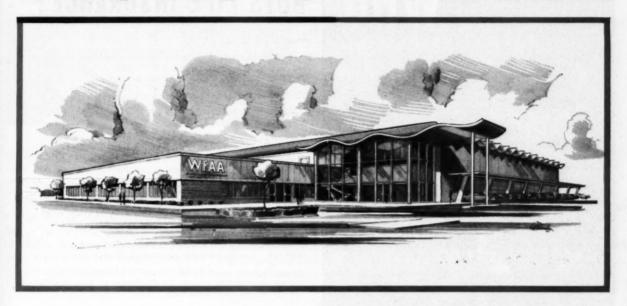
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by Harry Brodnax, President Universal Life and Accident Insurance Company

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They are the people endowed generously with the spirit which impelled our pioneer ancestors to cross the prairies and the deserts to settle the West... the spirit of self-reliance, in which courage, faith and hard work are inherent... perhaps some blood, sweat and tears, also.

Primarily, men purchase life insurance because they have enough character to provide for the future of their families and themselves, come what may.

In so doing, these men of character at the same time purchase shares in America! The premium dollars which these persons send to the life insurance companies are put to work... they build roads; they finance industry; they help families enjoy the pride of home ownership.

Every man of character who owns life insurance owns a slice of American industry and American business!

Every man who owns a life insurance policy is a capitalist, investing in the dynamic economy of dynamic America.

Mr. Policyowner, bless you! Mr. Man of Character, we salute you! Mr. Capitalist, we admire you!

We invite you to think of the UNIVERSAL LIFE AND ACCIDENT INSURANCE COMPANY when you think of life insurance.

Together with our policyowners (among whom we should like to include you) we are marching down the road toward a richer, more abundant way of life in these great United States....

... A way of life in which self-reliance is the good word for the day and in which — through thrift and prudence; through character, if you please — good old-time Americans are looking to themselves, not to Washington, for their security!

UNIVERSAL LIFE & ACCIDENT INSURANCE CO.

Home Office: Dallas, Texas Julius Schepps, Chairman **New and Expanding Business**



Ricks Strong and Associates in New Building

This two-story building, 417 Akard at Patterson, houses the administration, clerical, sales and service operations of Ricks Strong and Associates, Insurance Agency. It provides facilities for the present growth and expansion program under way as well as greater efficiency and comfort for agency personnel and their customers.

▶ Plans for the merger of Austex Foods, Inc. of Austin, with The Frito Company of Dallas, to be effective May 1, have been announced. The merger plans will involve a total consideration of about \$2,000,000.

Temco Missiles & Aircraft, a division half million dollars.

of Ling-Temco Electronics, Inc., has received a contract for the manufacture of erector-launchers for the Army's highly mobile Sergeant surface-to-surface ballistic missile. The units will be produced at Ling-Temco's Grand Prairie facility. The initial award was in excess of one and a half million dollars.



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New and Expanding Business-



Austin D. Rinne Agency Moves Offices

The Austin D. Rinne General Agency of the Northwestern Mutual Life Insurance Company of Milwaukee recently moved into new offices at 2215 North Akard at Cedar Springs. The Rinne Agency of NML office space has been doubled by this move to the prominent ground floor location at one of Dallas' busiest intersections. The move to the Cedar Springs and Akard location was prompted by the Rinne Agency growth in number of agent personnel and the need for more adequate space for facilitating policyholder service. The agency serves the North Texas area for Northwestern Mutual Life, which returned to the state just three years ago.

▶ Dallas Brake and Alignment Company's Number Two shop has moved from 1201 Slocum to 1530 North Industrial at Irving Boulevard, Trinity Industrial District. The new facility has an air-conditioned waiting room and is equipped to handle all car and truck brake and air-conditioning service needs. Pat Reed was the general contractor.

▶ The Rominger Advertising Agency, Dallas-based advertising and public relations firm, has moved into larger offices at 803 Kirby Building. The agency's former location was 708 Kirby Building.

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RIO GRANDE NATIONAL Life Insurance Company

R. W. BAXTER, Chairman of the Board

R. P. BAXTER, President

New and Expanding Business-



Branch Office for Oak Cliff Savings Under Construction

Work has started on the construction of this branch office building of Oak Cliff Savings and Loan Association on Gus Thomasson Road opposite Joaquin Street in the Casa View Shopping Village. Some of the conveniences of the new facility are a drive-in window, a community room for use of clubs and civic groups, and a lounge for customers. Fisher and Jarvis and Associates are the architects; Avery Mays Company is the general contractor. Benton C. Stailey, Jr., will manage the new office.

▶ Eutectic Welding Alloys, Southwestern Division, Inc., manufacturers of low temperature welding rods and welding compounds, has moved into a new building built to its specifications at 2366 Irving Boulevard, Trinity Industrial District. The modern facility has air-conditioned offices and a warehouse area served by both rail trackage and truck docks. Gabriel Dush-

3

man negotiated the lease and John Carsey was general contractor for the building.

Associated Consultants, a new firm to work with and assist management, has been formed by a group of businessmen headed by J. S. Miguel, president. The other officers of the company are J. R. Upton and J. A. Birdwell.

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Les Lagoni

Charles Scott

By Elery Owen.

Ability, integrity, foresight and energy. These are the cornerposts on which three young Dallas executives have built a firm that has made its mark in a field long noted for its conservatism — investment banking.

The company — Parker, Ford & Company, Inc. — has accomplished in a few years what should have traditionally taken many.

Its progress, although rapid, has been sound — vindicating the precepts and hard work of the three: Leslie P. Lagoni, Charles R. Scott and C. Thomas May Jr. Les Lagoni is Chairman of the Board of Parker, Ford; Red Scott is President and Tom May is Executive Vice President.

Around them they have gathered a group of able associates — demonstrating their good sense and knack for picking the right people and kindling them with their same drive and enthusiasm.

"Our basic concern," says Red Scott, "is the welfare of our clients and associates. Our goal was to become investment banker to the Southwest. But in addition to size, we want to be the most effective."

Parker, Ford's goals are well on their way to realization — ahead of the timetable laid down in 1955 when the company was formed. The firm is the fastest-growing major securities company in the nation. In Texas, it ranks sixth or seventh in capital — and even bigger in retail listing.

It now has 13 offices, including the home office in the Vaughn Building in Dallas. Parker, Ford's gross sales for the first five months of its current fiscal year topped the \$25,000,000 mark — and

total assets were well over two and a half million dollars.

The firm is now in the midst of another expansion — its ninth. This matter of outgrowing its quarters has been a recurring — but welcome — problem since Parker, Ford first began operating in a bedroom of Les Lagoni's home.

He and Red Scott had conceived the idea for Parker, Ford. At the time, Red Scott had several years experience in the securities field. Les Lagoni was a salesman, but with no securities background. However, both were convinced there was room for a sound, aggressive securities investment company — and Parker, Ford was the result.

Tom May became a member of the fledgling firm about a year later — and shortly after he became a part of it, opened an office in Fort Worth.

From the start, the operation was characterized by hard work and intelligent non-conformism. This was true even to the selection of a name for the new company.

Rather than following the customary personal name approach, they settled on Parker, Ford. They reasoned that the name would never have to be changed, although partners might be added or dropped — and company identity would be continuous.

The hard work also continues. Nearly every morning, the three meet for breakfast at seven o'clock to discuss the day's operations or other matters. And the day seldom ends before 10 or 11 o'clock at night — perhaps later.

"We decided at the beginning," says Red Scott, "that we would make up for any shortcomings we might have by sheer, hard work. It can accomplish miracles."

And that frame of mind has been contagious. Parker, Ford salesmen are usually at their desks at 7:30—a sharp break from the usual investment house tradition of a nine o'clock arrival. Actually, the atmosphere of the entire office has been described as "bristling with enthusiasm."

This probably results from the fact that Parker, Ford employees feel they have a definite stake in the company's success—and do have. There are few secrets at Parker, Ford. Everyone is kept apprised of progress, plans or other developments. Parker, Ford employees are under a profit-sharing plan which they set up, as they did the company's vacation policy.

"We couldn't have accomplished what we have," says Les Lagoni, "without their devotion and enthusiasm. Really, we are the least important people around here."

Parker, Ford's success has not been without its periods of discouragement and its ups and downs. But they were all weathered — and most are far removed from the days that Les Lagoni and Red Scott ran down leads in a \$100 Nash, everything they had ploughed back into the company and not certain that it all might not be down the drain.

But it was not — a tribute to their basic concepts, hard work and able associates. Ahead of them, the vista is far-ranging. Les is now only 36, Red is 33 and Tom is 31.

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APPOINTMENTS AND PROMOTIONS



H. E. POTTER has been named manager of Humble Oil & Refining Company's new area office for exploration, production and marketing in Dallas. Mr. Potter had been serving in Tyler as production manager of Humble's East Texas operations. A petroleum engineering graduate of the Colorado School of Mines, he joined Humble in 1927 as a roustabout in Corsicana and soon became petroleum engineer for the district. He is a registered petroleum, geological and civil engineer in Texas. Other members of the new area office in Dallas will be:

L. H. BYRD, area production manager; G. L. TATE, area exploration manager; PAUL W. EDGE, JR., area marketing manager; W. R. NIBLACK, area attorney; D. E. FRANKLIN, area employee relations manager; and B. H. C. STOVER, area administrative services manager.



JAS. K. WILSON JR.

JAMES K. WILSON, SR., has been elected chairman of the board of the Jas. K. Wilson Company. Mr. Wilson's son, JAMES K. WILSON, JR., has been named president of the firm.

TOM E. SARGEANT, loan officer in the investment department of Southwestern Life Insurance Company of Dallas, has been promoted to second vice-president and assistant treasurer. Mr. Sargeant, a former president of the Dallas Mortgage Bankers Association, will continue to head Southwestern's program for investment in real estate mortgages. Other promotions include H. H. SKAGGS, promoted to loan officer; SAM M. DAVIS, JR. and GEORGE M. SHERRITT, to associate actuaries: EMANUAL E. HAL-PERN to assistant actuary; and ALBERT E. WOOD, advanced to the new position of assistant vice-president.



JAY D. GREEN has been elected vicepresident of Henry S. Miller Company, Realtors. Mr. Green has been associated with the Miller firm for five and one-half years and is currenlty a director of the Dallas Real Estate Board and a member of the Society of Industrial Realtors.

×

LEE E. COOK, formerly vice-president and assistant general manager, and L. A. BYRON, vice-president in charge of operations, have been named executive vice-presidents of Texas Power & Light Company. Mr. Byron also was elected to the board of directors. In another executive promotion, T. L. AUSTIN, JR., was elevated to vice-president. W. W. LYNCH, president, general manager and chairman of the board of TP&L, will henceforth have the title of president and chairman of the board.

*

ERIK JONSSON, chairman of the board of Texas Instruments, Inc., has been named a director of the Neiman-Marcus Company.

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Appointments and Promotions-



HAL S. LEWIS has been named managing editor of the news department of The Dallas Times Herald. Mr. Lewis joined The Times Herald in 1945 and held the position of assistant managing editor for several years. In other promotions, CHARLES DAMERON, city editor for the past five years, has been advanced to news editor; BERT HOLMES, who formerly served as news editor and city editor, has been named assistant managing editor and editor of Sunday Magazine; veteran political writer ROBERT HOL-LINGSWORTH has been named city editor; KENNETH SMART has been named assistant city editor; and executive sports editor, BLACKIE SHERROD, also has been named assistant managing editor. Mr. Sherrod will continue as sports columnist and director of that depart-



R. E. LEE, JR., JOHN TRIPP and GEORGE GARRIOTT have been elected vice-presidents of Falstaff Distributors, Inc. of Dallas. Mr. Lee is in charge of advertising and marketing; Mr. Tripp is sales director, and Mr. Garriott is in charge of purchasing, receiving and shipping.



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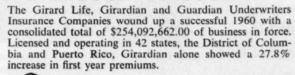
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Appointments and Promotions-



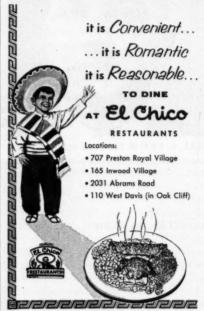
WALTER MOORE, former editor of The Cotton Gin and Oil Mill Press and a vice-president of the Haughton Publishing Company, has been named editor of the Texas Almanac and an editorial writer for The Dallas Morning News. A graduate of Southern Methodist University, Mr. Moore has been associated with the cotton industry in various capacities since 1936.



JOHN P. THOMPSON has been elected president of the Southland Corporation, Dallas-based food company. JOE C. THOMPSON, president of the firm since its organization, has been named chairman of the board. A native of Dallas, the new Southland president has wroked in various departments of the company since his grade school days. He has been vice-president for the past ten years.

J. A. COWAN has been named vice-president of Addressing Machine Service Company of Dallas. A native Texan, Mr. Cowan comes to Addressing Machine Company after 33 years with the Elliott Addressing Machine Company, covering the Texas and Oklahoma area.

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Appointments and Promotions-



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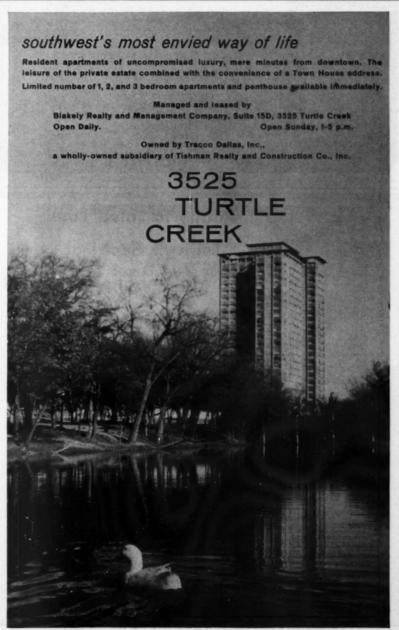
M. F. HAZEL has been named executive president of the Oil Well Supply Division of United States Steel Corporation, with headquarters at Dallas. Mr. Hazel, who holds a B.S. degree in mechanical engineering, has been vice-president-sales since 1955.

W. A. WEIR, who comes to Texas from Canada, has been appointed vice-president-sales. Mr. Weir also will be located in Dallas, as will ROBERT E. DICKSON, who has been named manager of sales of the Central Midwest Area of the division. Mr. Dickson is a graduate of Texas A & M College, where he received the degree of Bachelor of Science.



FRANK M. MITCHELL has joined Ted Workman Advertising, Inc., as a vice-president and account supervisor. Coming to Workman from Fort Worth, Mr. Mitchell served for several years as an account executive with Glenn Advertising, Inc. A native of Dallas, he was graduated from the University of Oklahoma, where he majored in marketing and advertising.











Appointments and Promotions-



JOE AGEE, a retired senior vice-president of the First National Bank in Dallas and a member of the board of directors of Praetorian Mutual Life Insurance Company for the past two years, has been elected chairman of the Praetorian Mutual board. The insurance company's president, J. M. MOTTLEY, has been named president, treasurer and chief executive officer, and JOHN N. HARRIS, JR., general counsel, has been elevated to vice-president and counsel.

DONALD M. GUEST has been promoted to secretary of Morton Foods. Mr. Guest joined the company as accountant in 1946, progressed to office manager in 1948, and became comptroller in 1959, prior to his recent elevation. He attended the University of Pennsylvania, the University of Michigan and Southern Methodist University.

NOLAN BROWNE, SR., president of Nolan Browne Company since its incorporation in 1949, has been elected chairman of the board. NOLAN BROWNE, JR., who has served as treasurer and sales manager, will be the new president. JOSEPH D. PHILLIPS has been named vice-president and secretary, and PHILIP C. ROONEY will be a vice-president.

MISS MAURINE BLOCK has been appointed editor of Bankers Digest, the Dallas-based weekly newspaper devoted to Texas bank news. She will continue as Dallas correspondent for Advertising Age, the national weekly newspaper of marketing, published in Chicago. Miss Block holds a bachelor of journalism degree from the University of Missouri. Before joining Bankers Digest, she was for nine years advertising manager of Dallas Iron & Wire Works, Inc.

Appointments and Promotions—



JOHN B. HICHBORN, assistant comptroller and assistant secretary of Southland Life Insurance Company, Dallas, has been advanced to general manager of Southland Center, the firm's 42-story home office building. Mr. Hichborn has been with Southland Life since 1950.

R. H. RAINEY has been appointed assistant to Eastern Hemisphere Vice-President C. M. MOORE, JR., of Geophysical Service Inc., the exploration subsidiary of Texas Instruments Incorporated. Mr. Rainey has been with Geophysical Service for the past fourteen years and was marketing manager at the time of his new appointment. He will continue to head-quarter in Dallas.



MASON A. COPELAND has been promoted to president of Cabell's Dairies of Dallas. A veteran of almost 20 years in the dairy business, Mr. Copeland joined Cabell's in December, 1960 as general manager, following more than ten years with Oak Farms Dairies. In his new position, he will be responsible for operations in Dallas and throughout a 30-county area of North and East Texas.

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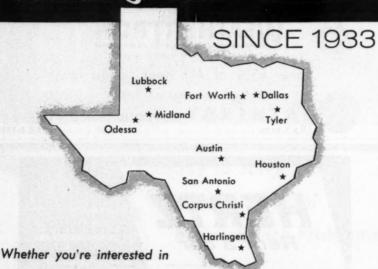
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Appointments and Promotions-



OSCAR C. LINDEMANN has been elevated to executive vice-president of Texas Bank & Trust Company of Dallas. Mr. Lindemann first joined Texas Bank in June, 1951, as an analyst in the credit department. In 1953, he was elected assistant vice-president and in 1954 became manager of the credit department. He was named vice-president and loan officer in 1955, and became senior vice-president in June, 1960.



HOUSTON

in

B. F. HOUSTON has been promoted to the post of executive vice-president of Dallas Union Securities Company, Inc. At the same time, J. RIES BAMBENEK has been advanced to vice-president in charge of the company's trading department. Mr. Houston has been associated with the firm since 1930, Mr. Bambenek since 1953.



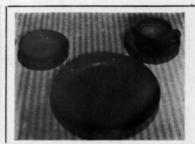
Appointments and Promotions-



IVAN J. CAMPBELL, vice-president and a director of Haughton Publishing Company, has been named assistant to the president, DICK HAUGHTON, JR., and will continue as vice-president. Mr. Campbell has been with the printing and publishing firm since 1931. DAVE McREYNOLDS has been appointed editor of The Cotton Gin and Oil Mill Press, the company's cotton trade magazine. A native of Waco, Texas, Mr. McReynolds majored in agricultural journalism at Texas A & M, and has had newspaper experience in agricultural areas.



W. L. CONE, SR., formerly vice-president and general manager, has been named president of Plastics Manufacturing Company. In other executive changes, ELGIN B. ROBERTSON, former president and chairman of the board, has been elected chairman of the board; JAMES E. JOY has been advanced from plant superintendent to vice-president in charge of manufacturing; and RICHARD CONE has been moved up from manager of the housewares division to vice-president in charge of sales, for both housewares and commercial divisions.



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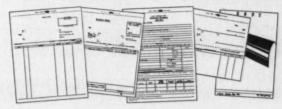
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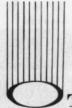
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Appointments and Promotions—



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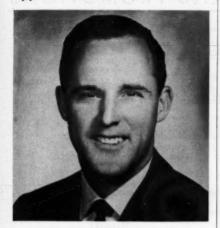
JAMES B. GOODSON has been elected financial vice-president and GEORGE R. JORDAN, JR., has been named executive vice-president of Southland Life Insurance Company. Mr. Goodson has been with Southland Life since June, 1952, and has served as a vice-president of the company since 1955. Mr. Jordan has been with the company since 1950, and was serving as first vice-president and actuary before being advanced to his new post. In other Southland Life promotions, EVERETT P. HAYDON has been elected assistant vice-president and actuary; GENE W. BUCHTER has been named associate actuary; and KARL L. MAN-CHESTER has been elevated to associate actuary.

4

R. A. (AL) MALONE has been named director of public relations of the Texas & Pacific Railway Company. Mr. Malone, a native of Dallas, attended Southern Methodist University and began his career with the T&P in 1928 in the railroad's purchasing department. He became assistant public relations director in 1956. In other Texas & Pacific changes, EMMETT LaGRONE has been appointed auditor budget and statistics in the accounting department, and GEORGE M. MILL-DRUM has been named assistant auditor budget and statistics. And in the operating department, JUSTIN L. RIDDLE has been appointed transportation assistant and PATRICK H. BUCHANAN named assistant to chief mechanical offi-



Appointments and Promotions-



W. H. HUDSON has been named president, general manager and a member of the board of directors of Stekoll Petroleum Corporation of Dallas. Also named to Stekoll's executive staff were JOSEPH AVANT as general operations manager and JAMES BARNETT as chief fiscal officer. Both Mr. Avant and Mr. Barnett are associated with W. H. Hudson Company.

REAR ADMIRAL HENRY C. BRU-TON, USN (Ret.), has been appointed director of the fleet communications division of the Alpha Corporation, systems management subsidiary of Collins Radio Company. A graduate of the U.S. Naval Academy, Admiral Bruton also holds a degree of M.S. in EE in electronics from the University of California, and the degree of Juris. D. in Patent Law from George Washington University. In his new position, he will make his headquarters at Alpha's Richardson plant.

JAMES S. CAMPBELL has been appointed data processing manager for the Dallas office of International Business Machines Corporation. For the past year and a half, Mr. Campbell has been administrative assistant to the manager of the firm's western region headquarters in Los Angeles. In his new position, he will direct the marketing and installation of electronic data processing systems for banking, insurance and other industries in the Dallas area.

RICHARD L. BERGER has been promoted to chief engineer and accepted as a partner in Beatty Engineering Company. Mr. Berger holds a master's degree in Mechanical engineering from the University of Texas, and served as a guided missile design engineer for the U.S. Army *Specializing in custom DESIGNING and MANUFACTURING of quality store, office and bank fixtures since 1922.

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APPOINTMENTS AND PROMOTIONS

Name	Company	Position
M. W. Darden	Huey & Philp	Manager, Buying Department
Steve Denning	Goodbody & Co	Assistant Branch Manager
Richard M. Dufford	dForeign Trade Exchange	Foreign Relations Manager
Robert Funk	Bennett's	Interior Designer
Justin Garrison	Drake, Alexander & Drake	Assistant Manager, Production
Joe B. Holmes	Lone Star Package Car	Assistant Vice-President
Edwin R. Jones	The Frito Company	Advertising Production Manager
W. R. Kinnick	Riley Burch Assoc.	Representative
Roy A. Marsh	Motorola Communications	Zone Sales Manager
Jack Miller	Contract Carpets	Sales Representative
Jorge Navarette	Lyne, Blanchette, Smith & Shelton	Special Counsel
Mrs. Dorothy Nevil	le Sanders Advertising	Director, Public Relations
Stanton J. Pearson	K-BOX, Radio	Sales Manager
Jimmy D. Sawyer	Industrial Adhesive	Assistant Chemist
William F. Seitz, Jr.	Goodbody & Co	Assistant Branch Manager
Norman R. Stevens	son M-H Equipment Co.	Sales Manager
Howard Teitler	Dr Pepper Co.	Cooperative Advertising Manager
Sidney G. Terry	Horace Vail Co.	Representative
Will Theerman	SPAN, INC.	Sales Engineer
Richard G. Tilghm	nan Neiman-Marcus	Merchandise Manager
William R. Whitehe	ead Braniff Airways	Superintendent, Stores

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公	each \$1.00 of Liabilities. Insurance Premiums are up 95%. Company founded in 1946	本
公	Over \$1,900,000.00 paid in Policy Benefits since organization. ANNUAL STATEMENT For year ending December 31, 1960	*
な	ASSETS Bonds	本
公	Real Estate (Less \$2,808,844.68 encumbrances) 1,278,147.76 Policy Loans 81,218.21 Cash 82,173.02	本
公	Life and Annuity Premiums Due 47,031.26 Health Insurance Premiums Due 1,267.63 Investment Income Due 8,022.68	本
公	TOTAL ASSETS \$ 1,678,687.67	M
M		*
	LIABILITIES	
፟	Life Policy Reserves	*
₹X	Premiums Paid in Advance 1,505.00 Reserve for General Expenses Accrued 9,476.50 Reserve for Taxes, Fees and Licenses 45,244.64 Unearned Investment Income 4,842.50	*
口	Held By Company As Trustee	本
な	Interest Accrued on Encumbrances 1,229.52 TOTAL LIABILITIES \$ 1,263,633.68	本
☆	Special Surplus for Contingencies 57,000.00 Unassigned Surplus 234,153.89	本
☆	TOTAL CAPITAL AND SURPLUS	朴
☆	as dependable as the North Star	\$
☆	* * AND ACCIDENT INSURANCE COMPANY	*
☆	* * OF AMERICA	*
☆	RELIANCE LIFE BUILDING, DALLAS, TEXAS Maurice I. Carlson, CLU, President James H. Bond, Chairman of the Board	*
*	* * * * * * * * * * * * * * *	*



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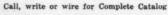
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Complete Lines of Office Furniture and Office Supplies

Appointments and Promotions—





BEASLEY

OAKES

THEO. P. BEASLEY has been named chairman of the board and chief executive officer of Republic National Life Insurance, and BARRY OAKES, formerly executive vice president, has been named president. CLARENCE J. SKELTON became executive vice president; and REX BEASLEY, who has served as vice president and coordinator of home office operations, was appointed senior vice president and vice chairman of the board. In other promotions E. H. WAGNER was promoted to senior vice president and chief actuary; and THOMAS M. MOTT to senior vice president and controller.



HUNSAKER

BAKE

BRIAN HUNSAKER has been made a vice-president and director of Hunsaker Trucking Contractor, Inc., an oil field trucking firm operating through a four-teen-state area from Montana to Florida. C. L. BAKER, JR., also has been named a director and vice-president of the company. Mr. Baker is also executive vice-president of Dallas Leasing Company, Inc.

Appointments and Promotions-



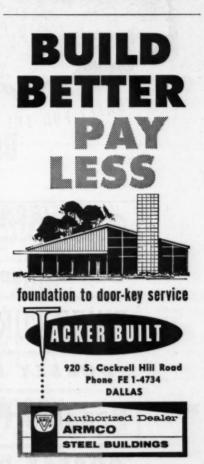
CHARLES D. SCOTT has been elected president of Great American Reserve Insurance Company. TRAVIS T. WAL-LACE has been named chairman of the board and chief executive officer: JOHN W. CROMWELL has been advanced to administrative vice-president; and R. F. WOODS has been elected secretary of the company. Mr. Scott joined Great American in 1948 as vice-president in charge of underwriting, and became executive vice-president in 1958. Mr. Wallace co-founder of the 26-year-old firm, has been president since it was organized. Mr. Cromwell started with the company as a bookkeeper in 1938, served in various capacities and was named vice-president and secretary in 1959. Beginning his service in 1945, Mr. Woods was advanced to assistant secretary in 1950 and later that same year became assistant vice-president and planning officer. Three department managers received officer titles. JACK LEE and O. J. VAN ZANDT were designated as assistant vice-presidents, and **TRUETT JONES** was named assistant secretary.

RAY V. PIERCE has been named general manager of the Foremost Dairy Plant in Dallas. Mr. Pierce was educated at Arlington State College and the University of North Carolina. Prior to his new appointment, he had been with Pillsbury Mills and Duncan Coffee Company, in sales and merchandising capacities, covering a period of 15 years.

DAN H. FOLEY, an executive of the International Harvester Company in Dallas for many years, has accepted a position of vice-president with Strickland Transportation Company. At the same time, B. A. BURNS, presently general manager of Strickland, has been appointed vice-president-general manager, and J. E. TITTSWORTH, assistant to the president, has been named vice-president-assistant to the president. Both Mr. Burns and Mr. Tittsworth have extensive motor freight experience and have been associated with Strickland for many years.

JACK L. KELLEY of Dallas, director of sales of The Frito Company, has been named vice-president for sales. Mr. Kelley started his career with The Frito Company 20 years ago in Los Angeles as a route salesman. He has been a district sales manager, plant manager of the firm. Seven executives presently serving as general managers of Frito's seven operating divisions have been elected as new vice presidents.

ELECTROTYPERS SAM ROSS MCELREATH CO.







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AGRICULTURE

Texas Research Foundation Schedules Annual Field Day

Texas Research Foundation has scheduled its 1961 Annual Field Day and Awards Dinner at Renner for Wednesday, May 17, Dr. C. L. Lundell, Executive Vice President and Director, has announced.

Sponsored by Dallas Chamber of Commerce and Dallas Citizens Council, the Field Day annually features tours of the Foundation's Renner headquarters and field crop demonstration farm from 1 until 5 p.m.

"Special invitations are extended to all members of the sponsoring organizations who are interested in agriculture to make the tours and to remain for the Awards Dinner at 6 p.m.," Dr. Lundell said.

"The tours will give visitors the opportunity to inspect the Foundation's research facilities and laboratories and to appraise the Foundation's progress in applying the results of research to increase soil fertility and raise farm income."

He added that the Foundation will appreciate advance notice from those who plan to remain for the evening meal.

"Highlight of the dinner program will be presentation of the 1961 Hoblitzelle Awards for the Advancement of Texas Rural Life." he continued.

"The awards will go to the two Texans, one senior and one junior, who have made the most outstanding contributions to the advancement of Texas rural life during the four-year period ending December 31, 1960."

He explained that the senior recipient must be past his thirty-sixth birthday, the junior recipient under 36 years of age.

"Each will receive \$5,000 in cash, a gold medal and a certificate. The state's organization of 181 soil conservation districts is handling all nominations for the awards, and the names of the two winners will be announced at the Field Day," Dr. Lundell concluded.

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1852 Caruth

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1869 Padgitt Bros. Company

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1872 Huey & Philp Company

Wholesale Hardware, Hotel and Restaurant Supplies & Equipment

1874 Bolanz & W. C. (Dub) Miller

Real Estate and Insurance

107 A Binyon-O'Keefe

Warehouse Co.

"Moving, Household Goods, and Commercial Warehousing"

1876 Trezevant & Cochran

1005 Mosher Steel
Company
Structural Reinforcing
Steel and Machinery Repairs

Austin Brothers
Steel Co.
Steel for Structures of Every Kind

1892 The Egan Company Printing, Lithographing, and Embossed Labels

1893 Oriental Laundry and Cleaners Finer Laundering, Cleaning, and Fur Storage

Rudolph's Mkt. & Sausage Fac., Inc.

1899 Seay & Hall

All Lines of Insurance



THE story of Bennett Printing Co. from its Paris origin 72 years ago and its moving to Dallas 38 years later provides a clear cut case of "the tail wagging the dog." Bennett's was founded in Paris in 1899 when 19 year old Paul Bennett put his first platen press and a few type fonts in a single room of a 2-story building there. The original building, shown in the above photograph, survived the big Paris Fire of 1916. From its early days, Bennett's was growing into a regional operation. The firm's fine, durable bindings for county ledgers became a favorite in court houses and Bennett himself traveled widely in his business. From the beginning a Dallas Sales Office provided major Bennett customers and the firm expanded into other Texas cities, Arkansas and Oklahoma. Increasing Dallas volume and its position as the hub of Bennett's expanding market resulted in their moving here in 1927. The original Dallas plant at 1829 Corsicana pioneered commercial development in that neighborhood. Bennett's was incorporated that same year and employed 40 workers in its business which now consisted of lithography and office supplies as well as printing and binding. Today, Bennett's is one of Dallas best equipped major printing plants and employs 110 people. Its services have been enlarged to include business machines and office furniture. Now in its seventy-third year of operation, Bennett's is now under the active management of T. A. Rose Jr., President and R. P. Grieve, Vice-President and General Manager.

Business Confidence Built on Years of Service

Old firms, like old friends, have proved their worth by dependable service through years of prosperity and adversity. The business pioneers listed on this page have played an important part in building Dallas. They have met the challenge of economic change through decades of sustained operations. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.

1000 Bennett's in Texas

Opened Dallas Plant in 1927 Printing — Business Machines Office Furniture & Supplies

1896 The Murray Co. of Texas, Inc.

Carver Cotton Gin Division 1805 Boston Gear Works Division 1880 Industrial Supply Division 1907

First Texas Pharmaceuticals, Inc.

1902 Hunter-Hayes Elevator Co.

Passenger, Freight and Home Elevators

1903 Walraven Bros., Inc.

Printing, Lithography Loose Leaf Binders

1903 Republic Insurance Company

Writing Fire, Tornado, Allied Lines, Inland Marine, and Automobile Insurance

1904 Burton & Wilkin

1906 Hesse Envelope Company

Manufacturers of Envelopes and File Folders

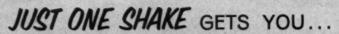
1910 Moser Co. Regitors

> Industrial and Commercial Leases and Sales

1911 Graham-Brown Shoe Company Manufacturing Wholesalers

1912 Stewart Office Supply Company

1914 Koch & Fowler and Grafe, Inc.



the most complete printing service. Bennett's repute as a printer is steeped in tradition...a tradition that began 72 years ago with a small platen press and a few type fonts. That repute is steeped in the latest methods, too...a huge new offset press, for instance, that prints sheets up to 40×56 inches. In addition to printing, Bennett's is your choice for these other business services—office furniture, office supplies, business machines. One shake with a Bennett's salesman gets all four.



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AT DALLAS . MEMBER F. D. I. C.

